

SAN DIEGO COMMUNITY COLLEGE DISTRICT
CONTINUING EDUCATION
COURSE OUTLINE

SECTION I

SUBJECT AREA AND COURSE NUMBER

BUSN 634

COURSE TITLE

SMALL BUSINESS MARKETING

TYPE COURSE

NON-FEE

VOCATIONAL

CATALOG COURSE DESCRIPTION

This course provides students with the marketing principles, practices, and strategies needed to grow an existing small business. Students will learn about market research, product, distribution, promotion and pricing tactics used to increase profits. Topics include advertising, public relations, social media and product development. Students will learn how to understand marketing fundamentals and select strategies for small business growth. (FT)

LECTURE/LABORATORY HOURS

45

ADVISORIES

NONE

RECOMMENDED SKILL LEVEL

Possess a 10th grade reading level; ability to communicate effectively in the English language; knowledge of math concepts at the 8th grade level and basic computer literacy. Familiarity with Microsoft Office programs such as Word and Excel (or an application of similar scope) is recommended.

INSTITUTIONAL STUDENT LEARNING OUTCOMES

1. Social Responsibility
SDCE students demonstrate interpersonal skills by learning and working cooperatively in a diverse environment.

INSTITUTIONAL STUDENT LEARNING OUTCOMES (CONTINUED)

2. Effective Communication
SDCE students demonstrate effective communication skills.
3. Critical Thinking
SDCE students critically process information, make decisions, and solve problems independently or cooperatively.
4. Personal and Professional Development
SDCE students pursue short term and life-long learning goals, mastering necessary skills and using resource management and self-advocacy skills to cope with changing situations in their lives.

COURSE GOALS

1. Understand the essential marketing principles and best practices to grow a small business.
2. Understand the process of conducting market research.
3. Understand the marketing mix: product, place (distribution), pricing and promotion and how each factor is a relevant part of the marketing process.
4. Learn marketing strategies and strategic planning for growing a small business.

COURSE OBJECTIVES

Upon successful completion the student will be able to:

1. Describe how strategic planning can create a competitive advantage for a small business.
2. Identify and describe best practices for conducting marketing research.
3. Identify and describe product, place (distribution), pricing and promotion strategies for small business.
4. Construct and describe a marketing strategy for a small business.

SECTION II

COURSE CONTENT AND SCOPE

1. Overview
 - 1.1. Understand marketing in today's environment
 - 1.2. Strategic planning creates competitive advantage
 - 1.3. Ethics and social responsibility
 - 1.4. Importance of developing a vision statement
2. Market Research
 - 2.1. Understanding consumer decision making and behavior
 - 2.1.1. Consumer decision making process
 - 2.1.2. Cultural differences
 - 2.1.3. Social influences
 - 2.1.4. Individual influences
 - 2.1.5. Psychological influences

COURSE CONTENT AND SCOPE (CONTINUED)

- 2.2. Conducting market research
 - 2.2.1. Analyzing trends
 - 2.2.2. Market opportunities
 - 2.2.3. North American Industry Classification System (NAICS)
 - 2.2.4. Business versus consumer markets
 - 2.2.5. Demand
 - 2.2.6. Market size
 - 2.2.7. Industry analysis
 - 2.2.8. Buying behavior
- 2.3. Segmenting and targeting markets
 - 2.3.1. Importance of market segmentation
 - 2.3.2. Criteria for successful segmentation
 - 2.3.3. Methods of segmentation
 - 2.3.4. Strategies for selecting target markets
 - 2.3.5. Positioning the company in the market
- 3. Product
 - 3.1. Product items, lines and mixes
 - 3.2. Branding
 - 3.3. packaging and labeling
 - 3.4. Developing and managing products
 - 3.4.1. New product development process
 - 3.4.2. Success and failure trends for new products
 - 3.4.3. Global issues with production
 - 3.4.4. Product life cycles
- 4. Service and Nonprofit Organizations
 - 4.1. Services versus tangible goods
 - 4.2. Perishability
 - 4.3. Gap model of service quality
 - 4.4. Marketing mixes for services
 - 4.5. Relationship marketing
 - 4.6. Unique aspects of nonprofit marketing
- 5. Distribution
 - 5.1. Supply chain management
 - 5.2. Marketing channels
 - 5.2.1. Channel structures
 - 5.2.2. Channel relationships
 - 5.2.3. Producer
 - 5.2.4. Agents and wholesalers
 - 5.2.5. Retailer
 - 5.3. Retailing
 - 5.3.1. Roles of the retailer
 - 5.3.2. Classes of retailers
 - 5.3.3. Retail-specific marketing strategies

COURSE CONTENT AND SCOPE (CONTINUED)

6. Pricing
 - 6.1. Pricing concepts
 - 6.2. Setting the right price
 - 6.3. Legal issues with pricing
 - 6.4. Product line pricing
 - 6.5. Pricing to account for inflation or recession
7. Promotion
 - 7.1. Marketing communications and the communication process
 - 7.2. Goals of promotion
 - 7.2.1. Informing
 - 7.2.2. Persuading
 - 7.2.3. Reminding
 - 7.2.4. Connecting
 - 7.3. Promotional mix
 - 7.3.1. Advertising
 - 7.3.2. Public relations
 - 7.3.3. Sales promotion
 - 7.3.4. Personal selling
 - 7.3.5. Social media
 - 7.4. Attention-Interest-Desire-Action (AIDA) concept
 - 7.5. Sales promotion
8. Completing the Marketing Plan
 - 8.1. Organize and assemble the marketing plan
 - 8.2. Completeness, clarity and conciseness
 - 8.3. Marketing plan presentation
 - 8.4. Strategies for implementation

APPROPRIATE READINGS

Appropriate readings may include, but are not limited to, materials such as textbooks and workbooks, instructor written handouts, computerized simulations, resource manuals, videos, tutorials, on-line assistance, and relevant industry periodicals.

WRITING ASSIGNMENTS

Writing assignments will enable the students to demonstrate understanding of course concepts and application of proper writing skills. Appropriate assignments may include, but are not limited to: completing assigned exercises, written reports, class assignments and projects.

OUTSIDE ASSIGNMENTS

Outside assignments may include, but are not limited to, reading texts and reference resources; research as needed to complete projects; and organizing and preparing written answers to assigned questions.

APPROPRIATE ASSIGNMENTS THAT DEMONSTRATE CRITICAL THINKING

Assignments which demonstrate critical thinking may include, but are not limited to, evaluation and analysis of case studies featuring small businesses in various scenarios. Students will utilize this analysis in classroom discussions, writing assignments, and in performing activities to develop marketing best practices for a small business. Students must select and use appropriate methods and resources to complete assignments.

EVALUATION

A student's grade will be based on multiple measures of performance and will include evaluation of student's ability to:

1. Maintain attendance and punctuality per current policy.
2. Contribute to class and group discussions.
3. Perform in a variety of activities and complete assignments.
4. Demonstrate ability to work independently and as a team member.
5. Present a written or oral marketing plan.

Upon successful completion of each course in the program, a Certificate of Course Completion will be issued. Upon successful completion of all courses included in the program, a Certificate of Program Completion will be issued.

METHOD OF INSTRUCTION

Methods of instruction may include, but are not limited to, lectures, discussion, hands-on demonstrations, computer-assisted instruction, laboratory assignments and field trips. This course, or sections of this course, may be offered through distance education.

TEXTS AND SUPPLIES

Texts must be current and relevant to the course such as:

MKTG, Principles of Marketing by Lamb, Hair & McDaniel, 4LTR Press, current edition.

The instructor will provide a class syllabus and handouts.

Supplies: Journal (composition book), USB Drive or other storage media.

PREPARED BY: Matthew Rivaldi

DATE: 5/21/2015

REVISED BY: _____

DATE: _____

Instructors must meet all requirements stated in Policy 3100 (Student Rights, Responsibilities and Administrative Due Process), and the Attendance Policy set forth in the Continuing Education Catalog.

REFERENCES:

San Diego Community College District Policy 3100
California Community Colleges, Title 5, Section 55002
Continuing Education Catalog