

Syllabus

ENTR2050

Marketing for the Entrepreneur

2014

Committee Members:

Doris Lux, Central Community College
Heather Nelson, Metropolitan Community College
Lorrie Mowry, Mid-Plains Community College
Cathy Nutt, Mid-Plains Community College
Angie Shaffer, Northeast Community College
Scott Baillie, Southeast Community College
Linda Hartman, Southeast Community College

Facilitator: *Doris R Lux*

Date Reviewed: _____

NCCA Council of Instructional Officers Chair

Chair: *Deborah Brennan*

Date Approved: *May 23, 2014*

I. CATALOG DESCRIPTION

Course Number: ENTR2050
Course Title: Marketing for the Entrepreneur
Prerequisite(s): None.

Catalog Description: In the course, the student will gain insights essential for marketing their entrepreneurial venture utilizing innovative and financially responsible marketing strategies. Students will develop an understanding of traditional and non-traditional entrepreneurial marketing strategies. Prepare marketing strategies with associated tactics to launch and sustain an entrepreneurial venture.

Credit Hours: 3 semester / 4.5 quarter hours
Contact Hours: 45 hours
Lecture/Classroom Hours45 hours

II. COURSE OBJECTIVES AND COMPETENCIES

Course will:

- (1) Discuss the marketing principles that fit the entrepreneurial venture concept.
- (2) Examine marketing strategies that fit the entrepreneurial venture concept.
- (3) Develop marketing strategy with associated tactics to launch and sustain an entrepreneurial venture.

III. STUDENT LEARNING OUTCOMES

Students will be able to:

- (1) Identify basic marketing principles as they relate to an entrepreneurial venture.
 - a. Examine goals and objectives.
 - b. Blend the 4 P's using Integrated Marketing tactics.
 - c. Analyze needs, market trends and target market trends.
- (2) Analyze traditional and non-traditional strategies for marketing an entrepreneurial venture.
 - a. Explain marketing positioning using a small business's competitive advantage and value proposition.
 - b. Demonstrate basic knowledge of various small business promotional tactics (direct marketing, customer relationship management, publicity, advertising, sales, trade shows, networking and other innovative tactics).
- (3) Explore electronic marketing opportunities unique to small business
 - a. Explore search engine optimization marketing.
 - b. Identify relevant social media marketing tools for a business concept.
 - c. Discuss opportunities for reaching new markets.

- (4) Apply skills necessary to create marketing strategies as they relate to a small business venture
 - a. Develop marketing strategies for the entrepreneurial venture.
 - b. Develop marketing tactics for the entrepreneurial venture.
 - c. Understand financial components as related to marketing strategies.

IV. COURSE CONTENT/TOPICAL OUTLINE

Unit 1: Entrepreneurship marketing principles and strategies as they relate to an entrepreneurial venture

Unit 2: Traditional and non-traditional marketing tactics for an entrepreneurial venture

Unit 3: Electronic Marketing opportunities unique to small business

Unit 4: Prepare marketing strategy with associated tactics for an entrepreneurial venture

V. INSTRUCTIONAL MATERIALS

Suggested text(s)

Successful Marketing Secrets & Strategies* by Rhonda Abrams, *The Planning Shop

The Market Planning Guide by David Bangs, Kaplan Publishing

ISBN#9780793159710

Ultimate Small Business Marketing Guide by James Stephenson, McGraw Hill

ISBN# 1932156100

Guerrilla Marketing by Jay Conrad Levinson

VI. METHODS OF PRESENTATION/INSTRUCTION (can vary per instructor)

- a. Explanation and/or lecture
- b. Video presentation
- c. Student reports
- d. Role play
- e. Guest speaker
- f. Small group activities
- g. Discussion
- h. PowerPoint presentation
- i. Field trips
- j. Internet activities

VII. METHODS OF EVALUATION

- a. Course grades, at the determination of the instructor, will be based on class and group participation, daily work, exams, presentations, projects, papers, and/or a portfolio.
- b. Instructors will distribute and discuss the evaluation process and his/her grading policies with the students at the beginning of the term.

VIII. INSTITUTIONAL DEFINED SECTION

- a. It is important for students to check requirements at the transfer institution they plan to attend.
- b. Other requirements as determined by instructor/college.