

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/COMPETENCIES

Course will:

- (1) Discuss the marketing principles that fit entrepreneurial ventures.
- (2) Examine marketing strategies that fit entrepreneurial ventures.
- (3) Develop marketing strategy with associated tactics to launch and sustain an entrepreneurial venture.
- (4) Explore electronic marketing opportunities that fit entrepreneurial ventures.**
- (5) Examine financial components for marketing strategies.**
- (6) Discuss the integration of branding as it relates to 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

Successful Business Plan by Rhonda Abraham, PrintShop

The Market Planning Guide by David Bangs, Kaplan Publishing

Ultimate Small Business Marketing Guide by James Stephenson, McGraw Hill

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.