

## Master Syllabus

### MRK 2220 - Small Business Marketing

**Division:** Business and Public Services

**Department:** Marketing

**Credit Hour Total:** 3.0

**Lecture Hrs:** 3.0

**Date Revised:** May 2017

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### Course Description:

This course explores the marketing strategy and planning process. Special emphasis is given to analyzing marketing techniques used by innovative entrepreneurs. Students will work collaboratively to develop a marketing plan for a start-up or existing business.

### General Education Outcomes:

- ▣ Critical Thinking/Problem Solving Competency
- ▣ Information Literacy Competency
- ▣ Written Communication Competency
- ▣ Oral Communication Competency
- ▣ Values/Citizenship/Community Competency

### Course Outcomes:

#### Terminology and Concepts

Apply basic terminology and concepts used in the marketing strategy and planning process.

**Assessment Method:** Simulations

**Performance Criteria:**

Achieve 70% or better on marketing plan project based on departmental rubric.

#### Market Analysis

Conduct a market analysis to identify pertinent issues in each of the marketing environments.

**Assessment Method:** Simulations

**Performance Criteria:**

Achieve 70% or better on marketing plan project based on departmental rubric.

#### Marketing Plan Development

Use the marketing planning process to develop and present effective marketing tactics, strategies, and plans.

**Assessment Method:** Simulations

**Performance Criteria:**

Achieve 70% or better on marketing plan project based on departmental rubric.

### Outline:

Marketing planning process

Environmental scanning

Market and customer analysis

Establishing goals and objectives

Developing marketing strategy

Developing marketing tactics

Presenting the marketing plan

Small business innovative marketing techniques