

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

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