

BMG 85.6 Course Outline as of Fall 1997**CATALOG INFORMATION**

Dept and Nbr: BMG 85.6 Title: SMALL BUS PROMOTION

Full Title: Small Business Promotion, Advertising, Sales

Last Reviewed: 3/8/2010

Units		Course Hours per Week		Nbr of Weeks	Course Hours Total	
Maximum	1.00	Lecture Scheduled	3.00	6	Lecture Scheduled	18.00
Minimum	1.00	Lab Scheduled	0	1	Lab Scheduled	0
		Contact DHR	0		Contact DHR	0
		Contact Total	3.00		Contact Total	18.00
		Non-contact DHR	0		Non-contact DHR	0

Total Out of Class Hours: 36.00

Total Student Learning Hours: 54.00

Title 5 Category: AA Degree Applicable

Grading: Grade or P/NP

Repeatability: 00 - Two Repeats if Grade was D, F, NC, or NP

Also Listed As:

Formerly: BMG 85F

Catalog Description:

This course discusses why promoting a firm's products and services is a major factor in the success of a small business venture. How do you go about promoting your small business? Your customers and potential customers must know who you are and where you are. You must develop a marketing program that will sell your products and services.

Prerequisites/Corequisites:**Recommended Preparation:**

Eligibility for ENGL 100 or ESL 100.

Limits on Enrollment:**Schedule of Classes Information:**

Description: Making your small business known. Marketing program development for the small firm's products & services. (Grade or P/NP)

Prerequisites/Corequisites:

Recommended: Eligibility for ENGL 100 or ESL 100.

Limits on Enrollment:

Transfer Credit: CSU;
Repeatability: Two Repeats if Grade was D, F, NC, or NP

ARTICULATION, MAJOR, and CERTIFICATION INFORMATION:

AS Degree:	Area	Effective:	Inactive:
CSU GE:	Transfer Area	Effective:	Inactive:
IGETC:	Transfer Area	Effective:	Inactive:
CSU Transfer:	Transferable	Effective: Fall 1983	Inactive: Fall 2016
UC Transfer:		Effective:	Inactive:

CID:

Certificate/Major Applicable:
Certificate Applicable Course

COURSE CONTENT

Outcomes and Objectives:

The students will understand:

1. the importance of identifying your market;
2. the importance of advertising and sales promotion;
3. the selling effort and its importance to the success of a small business.

Topics and Scope:

1. Identifying your market.
2. Advertising and sales promotion.
3. The selling effort.
4. Defining roles and goals in marketing.

Assignment:

Written analysis of local newspaper ads.

Methods of Evaluation/Basis of Grade:

Writing: Assessment tools that demonstrate writing skills and/or require students to select, organize and explain ideas in writing.

Written homework, Reading reports, Lab reports, Essay exams, DEVELOP AND ANALYSIS OF ADS

Writing
50 - 60%

Problem Solving: Assessment tools, other than exams, that demonstrate competence in computational or non-computational problem solving skills.

Homework problems, Field work, Lab reports, AD WORK

Problem solving
20 - 30%

Skill Demonstrations: All skill-based and physical demonstrations used for assessment purposes including skill performance exams.

Class performances, Field work, AD WORK

Skill Demonstrations
10 - 30%

Exams: All forms of formal testing, other than skill performance exams.

None

Exams
0 - 0%

Other: Includes any assessment tools that do not logically fit into the above categories.

ATTENDANCE

Other Category
0 - 10%

Representative Textbooks and Materials:

SMALL BUSINESS MANAGEMENT, Nicholas C. Siropolis, Houghton/Mifflin, 5th Edition, 1994.