

BMG 85.6 Course Outline as of Summer 2010**CATALOG INFORMATION**

Dept and Nbr: BMG 85.6 Title: SMALL BUSINESS 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	1.00	17.5	Lecture Scheduled	17.50
Minimum	1.00	Lab Scheduled	0	2	Lab Scheduled	0
		Contact DHR	0		Contact DHR	0
		Contact Total	1.00		Contact Total	17.50
		Non-contact DHR	0		Non-contact DHR	0

Total Out of Class Hours: 35.00

Total Student Learning Hours: 52.50

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 provides students with a background to promote a firm's products and services. Promotion is a major factor in the success of a small business venture. Topics to be included are business networking including social networking, basic marketing concepts, mass selling, public relations and advertising, and overall sales. Students will create a marketing plan that will assist in selling products and services as part of the overall business plan.

Prerequisites/Corequisites:**Recommended Preparation:**

Eligibility for ENGL 100 or ESL 100; AND Course Completion or Concurrent Enrollment in BMG 85.1 or BMG 85.2

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

Description: This course provides students with a background to promote a firm's products and services. Promotion is a major factor in the success of a small business venture. Topics to be included are business networking including social networking, basic marketing concepts, mass

selling, public relations and advertising, and overall sales. Students will create a marketing plan that will assist in selling products and services as part of the overall business plan. (Grade or P/NP)

Prerequisites/Corequisites:

Recommended: Eligibility for ENGL 100 or ESL 100; AND Course Completion or Concurrent Enrollment in BMG 85.1 or BMG 85.2

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:

Upon completion of this course, students will be able to:

1. Describe the importance of networking.
2. Prepare a first draft of a marketing or promotional plan.
3. Communicate with target customers using both conventional and creative promotional methods.
4. Develop pricing strategies for products and services.
5. Develop various promotional strategies; i.e., free ink, free air.
6. Discuss the value of sales representatives and agents.
7. Evaluate customer services as a key to promotion.
8. Manage a sales force and sales strategies.

Topics and Scope:

1. Research and analyze industry
 - a. Life cycle of industry
 - b. Future trends
2. Defining roles and goals in marketing
 - a. Description of marketing to consumers or businesses
 - i. Geography
 - ii. Population density
 - iii. Natural resources
 - iv. Industrial base

- v. Market demographics
 - vi. Customer behavior
 - vii. Market share
- b. Competition and competitive analysis
 - i. Competitor strengths and weaknesses
 - ii. Barriers to entry
 - iii. Product comparisons
 - iv. Market risk
- 3. Advertising, public relations and sales promotion
 - a. Writing “copy” and understanding ad positioning
 - b. Defining public relations and using channels of publicity
 - c. Sales promotion
 - i. Trade shows
 - ii. Coupons
 - iii. Sales “deals” to the wholesaler, distributor, representative
 - iv. Novelities and other promotional products
 - v. Writing and assembling a sales media kit including sales literature
 - vi. Business and social networking methods
 - d. Steps of selling
 - e. Novelties and other promotional products
- 4. Steps of selling
 - a. Pre-approach
 - b. Prospecting
 - c. Sales presentations
 - d. Handling objections
 - e. Trial close
 - f. Close
 - g. Follow up or customer service

Assignment:

1. Written draft of a marketing plan (minimum of 10 pages)
2. Marketing budget
3. Weekly reading in textbook approximately 100 pages total.
4. Final exam in essay format
5. Involvement in class discussion developing marketing strategies

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 marketing plan, components developed each week
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Writing 40 - 45%

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

Development of marketing strategies

Problem solving 20 - 25%

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

In class performance of various inter-personal marketing skills

Skill Demonstrations
20 - 25%

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

Final exam in essay format

Exams
10 - 15%

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

Attendance and participation

Other Category
5 - 10%

Representative Textbooks and Materials:

Getting Business to Come to You, by Edwards and Douglas, 2nd edition, Tarcher & Putman Publishers, 1996 (classic in field).

How to Write a Business Plan, by McKeever. Nolo Press. 2008.