

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:**

<b>AS Degree:</b>	<b>Area</b>	Effective:	Inactive:
<b>CSU GE:</b>	<b>Transfer Area</b>	Effective:	Inactive:
<b>IGETC:</b>	<b>Transfer Area</b>	Effective:	Inactive:
<b>CSU Transfer:</b>	Transferable	Effective: Fall 1983	Inactive: Fall 2016
<b>UC Transfer:</b>		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.