

**ADLTED 753 Course Outline as of Fall 2017****CATALOG INFORMATION**

Dept and Nbr: ADLTED 753 Title: MKTG SMALL BUSINESS

Full Title: Marketing for a Small Business

Last Reviewed: 2/7/2022

Units		Course Hours per Week		Nbr of Weeks	Course Hours Total	
Maximum	0	Lecture Scheduled	0	8	Lecture Scheduled	0
Minimum	0	Lab Scheduled	3.00	8	Lab Scheduled	24.00
		Contact DHR	0		Contact DHR	0
		Contact Total	3.00		Contact Total	24.00
		Non-contact DHR	0		Non-contact DHR	0

Total Out of Class Hours: 0.00

Total Student Learning Hours: 24.00

Title 5 Category: Non-Credit

Grading: Non-Credit Course

Repeatability: 27 - Exempt From Repeat Provisions

Also Listed As:

Formerly:

**Catalog Description:**

This course provides an overview of successful marketing strategies for small start-up businesses. Students learn to examine and analyze consumer behavior, identify target market segments, price for profitability, and select promotional tactics. The course emphasizes the integration of these marketing functions into an effective marketing plan.

**Prerequisites/Corequisites:****Recommended Preparation:**

Course Completion of ADLTED 751 and ADLTED 752

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

Description: This course provides an overview of successful marketing strategies for small start-up businesses. Students learn to examine and analyze consumer behavior, identify target market segments, price for profitability, and select promotional tactics. The course emphasizes the integration of these marketing functions into an effective marketing plan. (Non-Credit Course)

Prerequisites/Corequisites:

Recommended: Course Completion of ADLTED 751 and ADLTED 752

Limits on Enrollment:

Transfer Credit:

Repeatability: Exempt From Repeat Provisions

## **ARTICULATION, MAJOR, and CERTIFICATION INFORMATION:**

<b>AS Degree:</b>	<b>Area</b>	<b>Effective:</b>	<b>Inactive:</b>
<b>CSU GE:</b>	<b>Transfer Area</b>	<b>Effective:</b>	<b>Inactive:</b>
<b>IGETC:</b>	<b>Transfer Area</b>	<b>Effective:</b>	<b>Inactive:</b>
<b>CSU Transfer:</b>		<b>Effective:</b>	<b>Inactive:</b>
<b>UC Transfer:</b>		<b>Effective:</b>	<b>Inactive:</b>

**CID:**

**Certificate/Major Applicable:**

Certificate Applicable Course

## **COURSE CONTENT**

### **Student Learning Outcomes:**

At the conclusion of this course, the student should be able to:

1. Identify components of successful marketing campaigns.
2. Create a draft marketing plan.

### **Objectives:**

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

1. Describe the necessary steps to achieving business objectives for a selected product, customer, and industry.
2. Conduct brief research on marketing for specific industries.
3. Explain market research and analysis.
4. Develop pricing strategies for products and services.
5. Describe efficient, cost effective, and appropriate distribution strategies for typical products.
6. List promotional strategies for various types of products and industries.
7. Describe the role of e-commerce in marketing various products.

### **Topics and Scope:**

- I. The Marketing Plan
  - A. Elements of a marketing plan
  - B. Market research
  - C. Industry research
  - D. Using a marketing plan
- II. Marketing Analysis
  - A. Introduction to marketing
  - B. Determining the customer profile
  - C. Studying the competition
- III. Product and Price

- A. Overview of pricing strategies
- B. Product strategies
- C. Establishing the right price
- IV. Effective Placement, Promotion, and Distribution
  - A. Placement strategies
  - B. Promotional strategies
  - C. Distribution strategies
- V. E-Commerce
  - A. Introduction to E-Commerce
  - B. Website use for marketing
  - C. Customer service online
  - D. Online marketing strategies
- VI. Digital Marketing
  - A. Search engine optimization
  - B. Social media
  - C. Email marketing
  - D. Pay Per Click (PPC) ads
  - E. Directory/Reputation management

**Assignment:**

Group exercises, handouts, short writing exercises, and oral presentations will be used to address the following topics:

1. Sources of industry data
2. Industry research
3. Product description
4. Features and benefits
5. Customer analysis
6. Competitive analysis
7. Market potential
8. Product strategies
9. Branding
10. Pricing strategy
11. Placement strategies
12. Promotional strategies
13. Advertising tools
14. Sales promotions
15. Business commercial
16. Public relations and networking
17. Internet needs
18. Website research
19. Social media

**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.

Writing exercises	Writing 10 - 15%
<b>Problem Solving:</b> Assessment tools, other than exams, that demonstrate competence in computational or non-computational problem solving skills.	
Group exercises and handouts	Problem solving 60 - 70%
<b>Skill Demonstrations:</b> All skill-based and physical demonstrations used for assessment purposes including skill performance exams.	
None	Skill Demonstrations 0 - 0%
<b>Exams:</b> All forms of formal testing, other than skill performance exams.	
None	Exams 0 - 0%
<b>Other:</b> Includes any assessment tools that do not logically fit into the above categories.	
Attendance and participation; oral presentations	Other Category 20 - 30%

**Representative Textbooks and Materials:**  
 Instructor prepared materials