

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 | 12 | Lecture Scheduled | 0 |
| Minimum | 0 | Lab Scheduled | 2.00 | 8 | Lab Scheduled | 24.00 |
| | | Contact DHR | 0 | | Contact DHR | 0 |
| | | Contact Total | 2.00 | | 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:
In this third course in a 3-course series, students will learn strategies to successfully market a small business. Students will examine and analyze consumer behavior, identify target market segments, price for profitability, and select promotional tactics and how to integrate 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: In this third course in a 3-course series, students will learn strategies to successfully market a small business. Students will examine and analyze consumer behavior, identify target market segments, price for profitability, and select promotional tactics and how to integrate 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:

| | | | |
|----------------------|----------------------|-------------------|------------------|
| AS Degree: | Area | Effective: | Inactive: |
| CSU GE: | Transfer Area | Effective: | Inactive: |
| IGETC: | Transfer Area | Effective: | Inactive: |
| CSU Transfer: | | Effective: | Inactive: |
| UC Transfer: | | Effective: | Inactive: |

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:

At the conclusion of this course, the student should 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, writing exercises, presentation addressing 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.

| | |
|------|-------------------|
| None | Writing 0 - 0% |
|------|-------------------|

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

None

Problem solving
0 - 0%

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

Group exercises, handouts, presentations, and projects

Skill Demonstrations
65 - 100%

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 and participation

Other Category
0 - 35%

Representative Textbooks and Materials:
Instructor and department prepared materials