

**SAULT COLLEGE OF APPLIED ARTS AND TECHNOLOGY**

**SAULT STE. MARIE, ON**

**COURSE OUTLINE**

**COURSE TITLE:** Marketing for Small Business I

**CODE NO:** ENT 106 **SEMESTER:** One

**PROGRAM:** Entrepreneurship Certificate Program

**PROFESSOR:** Larry Little

**DATE:** October 1993 **PREVIOUS OUTLINE DATED:** October 1992

**APPROVED:**

Rose Caicco  
Rose Caicco, Dean  
School of Business  
& Hospitality

93/10/07  
Date

COURSE NAME: Marketing for Small Business I

CODE NO.: ENT 106

TOTAL CREDIT HOURS: 48

PREREQUISITE(S): None

**I. PHILOSOPHY/GOALS:**

This course will provide the participant with a basic understanding of the concepts and functions of marketing in today's environment. The students will be introduced to the skills necessary to be effective small business owner/managers. The course will focus on the research necessary to make their small business a success.

**II. STUDENT PERFORMANCE OBJECTIVES:**

Upon successful completion of this course the student will:

1. show an appreciation for the marketing component within a business and with society.
2. demonstrate how a company's marketing activity is shared largely by external uncontrollable environmental forces, as well as the environment within a firm.
3. outline the strategic marketing planning process as a component of business planning.
4. demonstrate how to segment a market, target a desirable segment and position a product appropriately.
5. relate the importance of market research to planning and forecasting.
6. assess the evolving roles of consumers/businesses and the study of their behaviour in today's society.
7. recognize the importance and relationships among the marketing mix variables (4 P's).
8. research an appropriate product/service strategy.
9. research an appropriate price strategy for their business, product, service

COURSE NAME: Marketing for Small Business I

CODE NO.: ENT 106

**IV. STUDENT PERFORMANCE OBJECTIVES:**

- 10. research an appropriate distribution strategy.
- 11. research an appropriate promotional strategy.
- 12. demonstrate both problem solving and decision making skills in a marketing environment.
- 13. develop an interest in marketing relating to current events, tracking and recognizing important trends for the future.

**III. TOPICS TO BE COVERED:**

- Week 1: Marketing - Small Business and Societal Perspective
- Weeks 2: Marketing Environments
- Week 3: Strategic Marketing Planning
- Week 4: Target Market and Market Segmentation
- Week 5: Consumer and Business Buying Behaviour and Customer Profile
- Weeks 6 & 7: Market Research
- Week 8: Product, Service, Business Research
- Week 9: Price Research
- Week 10: Promotion Research
- Week 11: Place (Distribution) Research
- Weeks 12 & 13: Introduction to Writing a Marketing Plan

**IV. EVALUATION METHODS: (INCLUDES ASSIGNMENTS, ATTENDANCE REQUIREMENTS, ETC.)**

Students will be evaluated on their ability to complete five (5) written assignments and function within the classroom environment.

**Due Date**

**Assignment #1**

Prepare a report analyzing the target market for your product/service idea.

\_\_\_\_\_

COURSE NAME: Marketing for Small Business I

CODE NO.: ENT 106

IV. EVALUATION METHODS (CONT'D): (INCLUDES ASSIGNMENTS, ATTENDANCE REQUIREMENTS, ETC.)

Due Date

Assignment #2

Prepare a report documenting the uncontrollable marketing variables and their impact on your product or service idea.

\_\_\_\_\_

Assignment #3

Prepare a report documenting your proposed marketing mix.

\_\_\_\_\_

Assignment #4

Prepare and present a marketing research study for your proposed business.

\_\_\_\_\_

Assignment #5

Prepare the skeleton of a marketing plan for your venture.

\_\_\_\_\_

Note: Assignments will be due on the date scheduled. Details of each assignment will be distributed throughout the semester.

Assignment #1	20%
Assignment #2	20%
Assignment #3	20%
Assignment #4	30%
Assignment #5	10%
	100%

Grading:

The following semester-end grades will be assigned to students in post-secondary courses:

<u>Grade</u>	<u>Definition</u>
A+ 90 - 100%	Consistently outstanding
A 80 - 89%	Outstanding achievement
B 70 - 79%	Consistently above average achievement
C 60 - 69%	Satisfactory or acceptable achievement
R less than 59%	The student has not achieved objectives of course and must repeat the course

COURSE NAME: Marketing for Small Business I

CODE NO.: ENT 106

**VI. REQUIRED STUDENT RESOURCES**

**Required Text:** Canadian Marketing In Action  
Keith J. Tuckwell

The Total Marketing and Sales Plan  
Patrick D. O'Hara

**Note:** These texts will be used for both marketing I and II.

**Suggested:** Building A Dream  
Walter Good

**Required Supplies:**

One 1" three-ring binder

**VII. ADDITIONAL RESOURCE MATERIALS AVAILABLE IN THE COLLEGE LIBRARY BOOK SECTION OR AUDIO VISUAL DEPARTMENT:**

A list of resources will be provided.

**VIII. SPECIAL NOTE**

Students with special needs (e.g. physical limitations, visual impairments, hearing impairments, learning disabilities) are encouraged to discuss required accommodations confidentially with the instructor.

**NOTE: THIS OUTLINE MAY BE ALTERED TO SUIT CLASS NEEDS.**



## MARKETING FOR SMALL BUSINESS (ENT 106)

### ASSIGNMENT #1

**Due Date:** \_\_\_\_\_

**Objective:** To analyze the potential target market and applicable customer profile for your proposed venture.

**Methodology:**

1. Segment your market by using the following basis:
  - a) geographic - substantiate
  - b) demographic - offer stats
  - c) psychographic - "typical" customer
2. Charts/graphs/illustrations should be used to highlight some of your information.
3. Your computer generated report should contain the following:
  - a) cover page
  - b) introduction
  - c) report content
  - d) charts/graphs/illustrations
  - e) supporting documentation

**Marketing Criteria:**

Presentation & Format	20%
Content	<u>80%</u>
Total	100%

## MARKETING FOR SMALL BUSINESS (ENT 106)

### ASSIGNMENT #2

**Due Date:** \_\_\_\_\_

**Objective:** Design a market research study to be used to analyze your proposed market.

**Methodology:**

1. Choose an applicable method of primary research and design a vehicle to capture the required information.
2. Evaluate and submit available secondary data.
3. List key questions your research will assist you in answering.
4. Prepare a computer generated report to include:
  - a) Introduction
    - objectives
    - methods
    - samples
  - b) Research Design
    - questions
    - design
    - implementation
  - c) Supporting Documentation
    - charts/graphs
    - questionnaires, etc.

**Marketing Criteria:**

Presentation & Format	20%
Content	<u>80%</u>
Total	100%

# MARKETING FOR SMALL BUSINESS

## ASSIGNMENT #3

**Due Date:** \_\_\_\_\_

**Objective:** To design a marketing plan for your venture that can be used as a foundation for the marketing section of your business plan.

### Methodology:

Your computer generated report should contain:

- |    |   |             |
|----|---|-------------|
| a) | Title Page and Table of Contents                | /5          |
| b) | An Introduction - Your Business/Market/Industry | /10         |
| c) | Market Analysis                                 | /25         |
|    | - Target Market                                 |             |
|    | - Market Research                               |             |
|    | - Competitor Analysis                           |             |
| d) | Marketing Strategy - Variables of Marketing Mix | /25         |
| e) | Marketing Objectives                            | /15         |
|    | - Sales Forecast - Yr. 1                        |             |
|    | - Market Share                                  |             |
| f) | Supporting Documentation                        | /10         |
|    | - Articles                                      |             |
|    | - Questionnaires                                |             |
| g) | Presentation and Preparation of Material        | /10         |
|    | <b>Total</b>                                    | <b>/100</b> |

