

SAULT COLLEGE OF APPLIED ARTS AND TECHNOLOGY

SAULT STE. MARIE, ON

COURSE OUTLINE

COURSE TITLE: Marketing for Small Business

CODE NO: ENT 106

SEMESTER: One

PROGRAM: Entrepreneurship Certificate Program

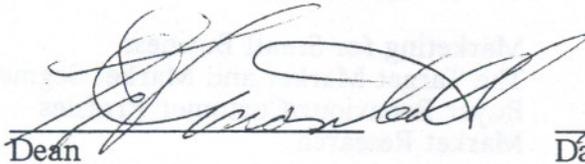
INSTRUCTOR: Jocelyn Watt

DATE: October 1992

PREVIOUS OUTLINE DATED:

APPROVED:

Dean



Date

92-10-09

COURSE NAME: Marketing for Small Business CODE NO.: ENT 106

TOTAL CREDIT HOURS: 48

PREREQUISITE(S): None

I. PHILOSOPHY/GOALS:

This course focuses on the development of effective marketing strategies for the small business owner. The course will analyze the critical elements of a marketing strategy; including product/service, pricing, promotion and distribution. Market research, segmentation and buyer behaviour will be analyzed to assist the student with the profiling of their target markets.

II. STUDENT PERFORMANCE OBJECTIVES:

Upon successful completion of this course the student will:

1. Develop an effective marketing plan for their venture.
2. Prepare a marketing research study.
3. Profile their target customers.
4. Outline the parameters of their target market.
5. Develop an effective marketing strategy for their business.

III. TOPICS TO BE COVERED:

Module One: Marketing for Small Business

Week 1: Marketing for Small Business
Weeks 2 & 3: The Target Market and Market Segmentation
Week 4: Buyer Behaviour/Customer Profiles
Weeks 5 & 6: Market Research

Module Two: Marketing Strategy

Week 7: Product/Service
Week 8: Distribution
Week 9: Pricing
Weeks 10 & 11: Promotion
Weeks 12 & 13: Marketing Plan

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IV. LEARNING ACTIVITIES REQUIRED RESOURCES
(Optional)

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

Students will be evaluated on their ability to complete three (3) written assignments and function within the classroom environment.

Assignment #1

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

Assignment #2

Prepare a marketing research study for your proposed business.

Assignment #3

Prepare a marketing plan for their venture.

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

Assignment #1	25%
Assignment #2	25%
Assignment #3	40%
Class Participation	<u>10%</u>
	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 50 - 69%	Satisfactory or acceptable achievement
R less than 50%	The student has not achieved objectives of course and must repeat the course

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VI. REQUIRED STUDENT RESOURCES

Required Text: Marketing for Small Business
1988
Federal Business Development Bank

Reference Texts: Foundations of Marketing
Beckman, Kurtz, Boone
1988
Holt, Rinehart & Winston

Building A Dream
Walter Good
McGraw-Hill Ryerson

Marketing Your Product
Douglas Gray, Donald Cyr
Self Counsel Press

Guerrilla Marketing
Jay Conrad Levinson
Houghton, Mifflin Co.

Survey of Markets
Financial Post

Marketing Plan Workbook
James Makens
Prentice-Hall

VII. ADDITIONAL RESOURCE MATERIALS AVAILABLE IN THE COLLEGE LIBRARY BOOK SECTION: (title, publisher, edition, date, library call number if applicable - see attached example)

Periodical Section

Magazines
Articles

Audiovisual Section

Films
Filmstrips
Transparencies

VIII. SPECIAL NOTE