

SAULT COLLEGE OF APPLIED ARTS AND TECHNOLOGY

SAULT STE. MARIE, ON

COURSE OUTLINE

COURSE TITLE: Marketing II - Strategies For Small Business

---

CODE NO: ENT 119 SEMESTER: Two

---

PROGRAM: Entrepreneurship Certificate Program

---

PROFESSOR: Larry Little

---

DATE: May 1994 PREVIOUS OUTLINE DATED: January 1994

---

APPROVED: \_\_\_\_\_ Date

Dean \_\_\_\_\_

COURSE NAME: Marketing II - Strategies  
For Small Business

CODE NO.: ENT 119

TOTAL CREDIT HOURS: 36

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.

**II. STUDENT PERFORMANCE OBJECTIVES:**

Upon successful completion of this course the student will:

1. Develop an effective marketing strategy for their business.
2. Develop an effective marketing plan for their venture.

**III. TOPICS TO BE COVERED:**

**Module One: Marketing Strategy**

- Weeks 1/2: Fieldwork, Market Research Tabulation and Analysis
- Weeks 3/4: Product/Service Strategy
- Weeks 5/6: Distribution Strategy
- Weeks 7/8: Pricing Strategy
- Weeks 9/10: Promotion Strategy

**Module Two: International Trade**

- Week 11: Exporting and Marketing Abroad, Agents

COURSE NAME: Marketing II - Strategies  
For Small Business

CODE NO.: ENT 119

III. TOPICS TO BE COVERED (CONT'D):

Module Three: Developing a Marketing Plan

Week 12: Marketing Plan

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

Overall Breakdown of Student Grade:

Student grading will be broken down as follows:

Assignments (5 x 20%)	100%
Total	<u>100%</u>

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

Each student's grade will be based on the College's grading system:

<u>Letter 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 II - Strategies  
For Small Business

CODE NO.: ENT 119

---

**V. REQUIRED STUDENT RESOURCES**

Required Text: Canadian Marketing In Action  
Keith J. Tuckwell

How to Promote Your Growing Business  
Kim & Sunny Baker

Suggested Text: Building A Dream  
Walter Good

Required Supplies: One 1" three-ring binder

**VI. ADDITIONAL RESOURCE MATERIALS:** (Available in the College Library book section or in the audio visual department)

A further list of resource materials will be provided by the professor.

**VII. SPECIAL NOTE:**

Students with special needs (eg. physical limitations, visual impairments, hearing impairments, learning disabilities are encouraged to discuss required accommodations confidentially with the professor.

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