

**Marketing for a Small Business  
Course Syllabus  
Red Rocks Community College SBM-108**

**Course Objectives:**

This course is intended to provide students with a brief overview of marketing functions as they are applied to a small business. Key topics covered are: marketing strategy, business review, target market, competitive analysis, advertising and promotion. Presentation of this information is designed so that students participate in interactive discussions and exercises using examples from a hypothetical business.

**Course Meetings:** Red Rocks Main Campus  
Friday, March 3, 2017 5-10 pm  
Saturday, March 4, 2017 – 8-5 pm

**Course Materials:** Recommended Text: *The Everyday Start Your Own Business Book* by Harrington OR *The Everyday Business Plan Book* by Ramsy & Windhaus OR *Steps to Small Business Start-Up* by Pinson & Jinett, 6<sup>th</sup> edition

**Instructor:** Pam Dunbar 303-887-5424  
Pam.Dunbar@rrcc.edu

**Class Attendance:**

Because of the condensed format and in-class exercises, full student attendance is key and a significant portion of your final grade. If for some reason you cannot make a portion of the class, please call the instructor.

**Evaluation:**

**Total Achievable Points = 50 points, as outlined here:**

-Class attendance (minimum of 10.5 hours for full credit)	20 points
-Completion of in-class exercises and group discussions	15 points
-Assignments	15 points

50-41 points = A

40-31 points = B

30-21 points = C

20-11 points = D

Less than 11 points = F

**Incompletes:** Under extenuating circumstances, and at the instructor's discretion, you may receive an *Incomplete* grade for this course. You must have completed approximately three quarters of attendance and three quarters of in-class exercises. Please contact instructor to sign an agreement

in order to receive an incomplete. Incompletes not finished within the agreed upon time period will be changed to an "F".

**Class Exercises:**

- ◆ During the weekend class meetings, we will apply many of the worksheets outlined in the text as well as some instructor handouts to various small business marketing scenarios. To maximize the class outcomes and because of our short meeting time, it is important that students come prepared the first night of class with questions, ideas, and experiences to facilitate our discussions about marketing in the context of a small business.

**Student Preparation for the 1<sup>st</sup> Class Meeting:**

- ◆ Read the sections of the text that address marketing, product, price, place, and promotion. I do not expect you to grasp every concept before coming to class, but you will need to be somewhat familiar with the general topics and terms used throughout the text.

**Assignments: May be substituted at instructor discretion:**

- Due Saturday:
  - 1) applying the "Benefits/Features" activity from class, outline the key benefits and features of the business your team has selected
  - 2) scan the newspaper, magazines, websites for advertisements (specifically small businesses) which are interesting to you or you think would appeal to the class for discussion)
  - 3) in-class activities addressing marketing scenarios

Final Assignment: Due date and method of submission to be discussed at first class.

- Students will complete and turn in an abbreviated marketing plan which will include a brief description of the following areas (a minimum of about 8 sentences covering each topic area can be used as a guide):
  - Product or service – describe the product or service including features/benefits, unique selling proposition, how it meets your customers' needs, and what benefit it has to the customer
  - Target market – describe your customer including demographics, lifestyle characteristics, buying patterns, need for product, and their use of it
  - Competition – brief overview of local competitors or closely related businesses that may affect the success of your business
  - Place – location, distribution, access, atmosphere, or website description
  - Pricing – describe your pricing position (high-end, with the market, or below market) and describe why that is a match for your customer and your business; describe how sensitive your customer is to the pricing and what other influences might affect your pricing approach
  - Promotion – describe the methods you will use to initially educate, inform, and draw your customer to act; answer the question: what action do I want the customer to perform; describe how the methods you select to use are a good fit for your customer.

## RRCC SYLLABUS

### ***RRCC Syllabus Disability Statement***

**ADAAA (Americans with Disabilities Act Amendments Act of 2008) and Section 504 of the Rehabilitation Act of 1973:** Red Rocks Community College is committed to access for students with disabilities. If you are a student with a disability and need assistance or are interested in requesting accommodations, please contact Accessibility Services. Faculty are not obligated to provide accommodations without proper notification by Accessibility Services and accommodations are not retroactive. Students may contact the Access staff by telephone or email to make an intake appointment at 303-914-6733, 720-372-1591(VP) or [Accessibility Services access@rrcc.edu](mailto:access@rrcc.edu). Accessibility Services is located in Suite 1182 at the Lakewood campus. More information is available at the [Accessibility Services website](http://www.rrcc.edu/accessibility-services): [www.rrcc.edu/accessibility-services](http://www.rrcc.edu/accessibility-services).

### ***Mandatory Reporting Statement***

Our College is committed to preserving a safe and welcoming educational environment for all students. As part of this effort, I have an obligation to report certain issues relating to the health and safety of campus community members. I must report to the appropriate College officials any allegation of discrimination or harassment. Sexual misconduct, which includes sexual harassment, non-consensual sexual contact, non-consensual sexual intercourse, and sexual exploitation, is considered a form of discrimination.

In addition to reporting all discrimination and harassment claims, I must report all allegations of dating violence or domestic violence, child abuse or neglect, and/or credible threats of harm to yourself or others. Such reports may trigger contact from a College official who will want to talk with you about the incident that you have shared. In almost all cases, it will be your decision whether you wish to speak with that individual. If you would like more information, you may reach the Title IX/EO Coordinator: **D. Arnie Oudenhoven, Executive Director of Human Resources/Title IX Administrator, 303-914-6298** or [Arnie Oudenhoven](mailto:arnie.oudenhoven@rrcc.edu) (arnie.oudenhoven@rrcc.edu)

Reports to law enforcement can be made at the Red Rocks Campus Police Department behind the Welcome Desk at the Main Entrance or [RRCC Dispatch](mailto:rrpd.dispatch@rrcc.edu) (rrpd.dispatch@rrcc.edu) at 303-914-6394.

If you would like a confidential resource, please contact **Deborah Houser, Assistant Director of Human Resources/Deputy Title IX Administrator, 303-914-6224** or [Deborah Houser](mailto:deborah.houser@rrcc.edu) (deborah.houser@rrcc.edu)

Further information may be found on the college [Human Resources website](http://www.rrcc.edu/human-resources/sexual-misconduct): <http://www.rrcc.edu/human-resources/sexual-misconduct>.

### ***Student Handbook***

The [RRCC Student Handbook](http://www.rrcc.edu/student-life/handbook) is your most current source of dates, resources, contacts, and policies: <http://www.rrcc.edu/student-life/handbook>.