

**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, October 3, 2014 5-10 pm

Saturday, October 4, 2014 – 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:**

Donna Armelino 303-941-5202 / Room 2604 Main Campus / Office Hours by Appointment

Donna.armelino@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.
- ◆ *\*Please see page 2 for Student Preparation for 1<sup>st</sup> Class Meeting.*

Class Exercises (continued):

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) Select one of the "promotional problems" outlined below. Write a brief (no more than 1 page) outline of promotional strategy or strategies you think would help your team's business. NOTE: This may be included as an in-class activity.
    - Grand Opening
    - Open House
    - Competitor Moves in Nearby
    - Competitor Goes Out of Business
    - Introducing a New Product
    - Changed Hours of Operation
    - Want to Create More Store Traffic
    - Moving Your Location
- 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.

**OTHER:** Red Rocks Community College will provide accommodations for qualified students with disabilities. To request accommodations, contact the Office of Disability Services at your earliest convenience. The Office of Disability Services is located in the Learning Commons Room 1185. Please contact the office at 303.914.6733, V/TDD at 303.914.6737, or email at [ODS@rrcc.edu](mailto:ODS@rrcc.edu) if you have any questions.

Red Rocks Community College is committed to diversity in its people and programs. The College is an equal opportunity educational institution and does not discriminate on the basis of disability, race, creed, color, gender, sexual orientation, gender expression, religion, age, national origin, or ancestry, or any other category protected by applicable law.

The College has designated the Human Resources Director as its Equal Opportunity Employment Officer and Title IX Administrator with the responsibility to coordinate its civil rights compliance activities and grievance procedures. Report all concerns or complaints relating to discrimination or harassment to the Title IX/EO Coordinator(s): Bill Dial, Director of Human Resources/Title IX Administrator, 13300 West Sixth Avenue, Lakewood, CO 80228. 303.914.6298. [bill.dial@rrcc.edu](mailto:bill.dial@rrcc.edu)

