

**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 7, 2011 5-10 pm
Saturday, October 8, 2011 – 8-5 pm

Course Materials: Text: *The Market Planning Guide, 6th Edition (or any previous/later edition)* by David H. Bangs, Jr.

Instructor: Donna Armelino 303-941-5202

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:

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| -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 1st Class Meeting.***

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Class Exercises (continued):

Student Preparation for the 1st Class Meeting:

- ◆ Read the text: *Market Planning Guide, 6th edition*. 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: Completion dates outlined below.

- Due Saturday:
 - 1) using the handout “Benefits/Features”, outline the key benefits and features of the business your team has selected
 - 2) scan the newspaper, magazines 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:
 - Product or service
 - Target market
 - Competition – brief overview
 - Start up advertising or promotional activities
 - Start up advertising/promotional budget
 - Pricing and rationale

