

Dakota County Technical College

ENTR 1475: Successful Marketing Strategies for Small Business #1

A. COURSE DESCRIPTION

Credits: 2

Lecture Hours/Week: 2

Lab Hours/Week: *.*

OJT Hours/Week: *.*

Prerequisites: None

Corequisites: None

MnTC Goals: None

Students will be given a complete overview of all aspects of marketing to grow a small business. Specific topics include research, determining a target market, and selecting the right marketing tactics for a specific target customer. The student will be exposed to over 30 marketing tactics and will learn how each of these tactics can impact small business growth. The student will be exposed to various case studies and will use these to develop a marketing strategy for a specific product or service. The student will create a complete marketing plan and present that plan to the class.

B. COURSE EFFECTIVE DATES: 08/26/2013 - 06/30/2016

C. OUTLINE OF MAJOR CONTENT AREAS

D. LEARNING OUTCOMES (General)

1. Create a complete marketing plan for a small business
2. Create a personal letter campaign
3. Create a positioning statement for small business
4. Create a press release for a small business
5. Define "positioning"
6. Define "word of mouth" marketing
7. Define marketing with media (TV, cable, radio)
8. Define marketing
9. Identify a target customer
10. Learn how to use a date-base to grow a small business
11. Learn the basics of obtaining free research
12. Learn the best methods of asking for and obtaining referrals
13. Learn the value of a "lifetime" customer
14. Understand the impact of research on marketing
15. Understand the importance of a date-base
16. Understand the importance of public relations
17. Understand the various types of research

E. Minnesota Transfer Curriculum Goal Area(s) and Competencies

None

F. LEARNER OUTCOMES ASSESSMENT

As noted on course syllabus

G. SPECIAL INFORMATION

None noted