

Dakota County Technical College

ENTR 1480: Successful Marketing Strategies for Small Business #2

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 using the web to grow a small business. Specific topics include web research, determining a target market, and selecting the right web marketing tactics for a specific target. Students will learn what it takes to not only build a website, but also how to market the website. The student will be exposed to all major social media platforms and will learn how to use these platforms to grow a small business. The student will be exposed to various case studies and will use these to develop a web marketing strategy for a specific product or service. The student will create a complete web-based 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 web marketing plan for a product, service, or business
2. Create an on-line survey for a product or service
3. Develop a ¿keyword¿ plan for a product or service
4. Identify and contrast the five major social media platforms
5. Learn how the web has changed the playing field for small business
6. Learn how to use E-mail to grow a small business
7. Learn how to use ¿Google® analytics¿ as a research tool
8. Learn the basics of search engine optimization
9. Learn the importance of a web marketing strategy for a small business
10. Learn the importance of social media as a marketing tool
11. Understand the impact of research on creating a web presence
12. Understand website basics

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

None

F. LEARNER OUTCOMES ASSESSMENT

As noted on course syllabus

G. SPECIAL INFORMATION

None noted