

RARITAN VALLEY COMMUNITY COLLEGE
Small Business Planning & Marketing BUSI 120
Course Outline

I. Basic Course Information

- A. Course Number and Title: BUSI 120 Small Business Planning & Marketing
- B. Date of Proposal: April 2005
- C. Sponsoring Department: Business & Public Service
- D. Semester Credit Hours: 3
- E. Weekly Contact Hours: 3 Lecture: 3
 Laboratory: 0
- F. Prerequisites: None
- G. Laboratory Fees: None

II. Catalog Description

This course is designed for the small business/entrepreneur or manager looking to improve their marketing skills in today's domestic, global and international business environments. Through a case study and market simulation format, the student will come to fully understand all activities and processes involved in the flow of goods, services, ideas and events from producer and/or manufacturer to consumers. The small business/entrepreneur or manager will be able to incorporate a systems approach to fully understand the marketing and sales conditions being affected and analyze the problems as well as the strategies used to solve these problems. Students will be able to describe the components; types of information required and develop their own comprehensive small business marketing plan.

III. Statement of Course Need

Small businesses are a major force in the U.S. Economy. They account for half of private, non-farm gross domestic product, employ half of the workforce, and generate 60 to 80 percent of the net new jobs each year (*U.S. Small Business Administration News Release, January 13, 2004*). The start-up rate for small businesses is over 500,000 per year. (*U.S. Small Business Administration News Release, February 13, 2004*).

At present, the direction of most marketing courses is to look at marketing, sales and advertising from a corporate project management perspective and not from a small business operational standpoint. Using case studies and a market simulation, this course specifically addresses the business planning, marketing and sales needs of small

businesses. In addition, it provides students with the information; tools and resources necessary to develop their own comprehensive marketing plan for a small business.

IV. Place of Course in College Curriculum

Business Elective

Requirement in the Certificate in Small Business Management and Entrepreneurship

This course will transfer as a business elective.

V. Outline of Course Content

Marketing Process as it relates to small business including:

- Marketing Basics
 - Market Research
 - Marketing Strategies
 - Target Market
- Competitor and Issues Analysis
 - Competitor Analysis
 - SWOT Analysis (Strengths, Weaknesses, Opportunities & Threats)
- Creating an effective Marketing Plan for a small business
 - Mission Statement, defining the business
 - Understanding buyers, defining customers
 - Budget and Goals
 - Products and Services
 - Promotion
 - Distribution
 - Pricing, Positioning and Branding
 - SWOT Analysis (Strengths, Weaknesses, Opportunities & Threats)
- Advertising and Public Relations
- Monitoring Results and Market Performance

VI. Educational Goals and Learning Outcomes

Education Goals

- Identify issues related to small business marketing and sales. (G.E. 1 & G.E. 2)
- Apply marketing and small business related technological tools for research, information analysis, and problem solving. (G.E. 3)
- Analyze ethical issues relating to small business marketing and sales. (G.E. 5)
- Apply quantitative reasoning to interpret data and solve marketing and sales problems relating to small businesses - through written (case studies) and numeric form (developing small business marketing plan and market simulation). (G.E. 7)

Learning Outcomes

Upon completion of this course, students will be able to:

- Apply knowledge of basic marketing and sales concepts related to small businesses.
- Apply theory and knowledge gained to solve basic small business marketing and sales issues.
- Identify the components of a Small Business Marketing Plan.
- Generate a Small Business Marketing Plan.

VII. Modes of Teaching and Learning

- Lecture/Discussion
- Small-group work including case studies
- Computer- assisted instruction
- Student collaboration
- Independent Study

VIII. Papers, Examinations, and other Assessment Instruments

- Examinations
- Market Simulation
- Individual Marketing Projects including developing a comprehensive Marketing Plan for a small business
- Demonstrations, including homework and class participation
- Group projects and case studies

IX. Grade Determinants

Examinations, market simulation, marketing plan, homework and group projects will be used to assess students according to the general education goals and learning outcomes listed above.

X. Suggested Materials

- Textbook: Buskirk, Lavik. Entrepreneurial Marketing: Real Stories and Survival Strategies, Thomson South-Western, latest edition.
- Anderson, Beveridge, Lawton and Scott. Merlin: A Marketing Simulation, McGraw-Hill, latest edition.

XI. Resources

Overhead projection for PowerPoint presentations.