







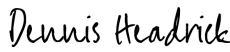

**Syllabus**  
**ENTR2050**  
**Marketing for the Entrepreneur**  
**2020**

**Committee Members:**

Michelle Konen, Central Community College  
No representative, Little Priest Tribal College  
Dan Smith, Metropolitan Community College  
Jimi Cole, Mid-Plains Community College  
Renelle Mooney, Mid-Plains Community College  
No representative, Nebraska Indian Community College  
Angie Shaffer, Northeast Community College  
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Scot Baillie, Southeast Community College  
No representative, Western Nebraska Community College

**Facilitator: Renelle Mooney**

**The Institution agrees to the contents in this syllabus including course prefix, number, course description and other contents of this syllabus.**

 Chief Academic Officer, Central Community College	03/23/2020	Adopt
 Chief Academic Officer, Little Priest Tribal College	03/20/2020	Adopt
 Chief Academic Officer, Metropolitan Community College	04/01/2020	Adopt
 Chief Academic Officer, Mid-Plains Community College	03/20/2020	Adopt
 Chief Academic Officer, Nebraska Indian Community College	03/30/2020	Adopt
 Chief Academic Officer, Northeast Community College	03/20/2020	Adopt
 Chief Academic Officer, Southeast Community College	03/21/2020	Adopt
 Chief Academic Officer, Western Nebraska Community College	03/20/2020	Adopt



## I. CATALOG DESCRIPTION

Course Number: ENTR2050  
Course Title: Marketing for the Entrepreneur  
Prerequisite(s): None.

Catalog Description: In the course, the student will gain insights essential for marketing their entrepreneurial venture utilizing innovative and financially responsible marketing strategies. Students will develop an understanding of traditional and non-traditional entrepreneurial marketing strategies. Prepare marketing strategies with associated tactics to launch and sustain an entrepreneurial venture.

Credit Hours: 3 semester / 4.5 quarter hours  
Contact Hours: 45 hours  
Lecture/Classroom Hours: 45 hours

## II. COURSE OBJECTIVES/COMPETENCIES

*Course will:*

- (1) Discuss the marketing principles that fit entrepreneurial ventures.
- (2) Examine marketing strategies that fit entrepreneurial ventures.
- (3) Develop marketing strategy with associated tactics to launch and sustain an entrepreneurial venture.
- (4) Explore electronic marketing opportunities that fit entrepreneurial ventures.
- (5) Examine financial components for marketing strategies.
- (6) Discuss the integration of branding as it relates to an entrepreneurial venture.

## III. STUDENT LEARNING OUTCOMES

*Students will be able to:*

- (1) Identify basic marketing principles as they relate to an entrepreneurial venture.
  - a. Examine goals and objectives.
  - b. Blend the 4 P's using Integrated Marketing tactics.
  - c. Analyze needs, market trends and target market trends.
- (2) Analyze traditional and non-traditional strategies for marketing an entrepreneurial venture.
  - a. Explain marketing positioning using a small business's competitive advantage and value proposition.
  - b. Demonstrate basic knowledge of various small business promotional tactics (direct marketing, customer relationship management, publicity, advertising, sales, trade shows, networking and other innovative tactics).
- (3) Explore electronic marketing opportunities unique to small business.
  - a. Explore search engine optimization marketing.
  - b. Identify relevant social media marketing tools for a business concept.
  - c. Discuss opportunities for reaching new markets.

- (4) Apply skills necessary to create marketing strategies as they relate to a small business venture
  - a. Develop marketing strategies for the entrepreneurial venture.
  - b. Develop marketing tactics for the entrepreneurial venture.
  - c. Understand financial components as related to marketing strategies.

#### **IV. COURSE CONTENT/TOPICAL OUTLINE**

Unit 1: Entrepreneurship marketing principles and strategies as they relate to an entrepreneurial venture

Unit 2: Traditional and non-traditional marketing tactics for an entrepreneurial venture

Unit 3: Electronic Marketing opportunities unique to small business

Unit 4: Prepare marketing strategy with associated tactics for an entrepreneurial venture

#### **V. INSTRUCTIONAL MATERIALS**

Suggested text(s)

*Successful Marketing Secrets & Strategies* by Rhonda Abrams, The Planning Shop

*Successful Business Plan* by Rhonda Abraham, PrintShop

*The Market Planning Guide* by David Bangs, Kaplan Publishing

*Ultimate Small Business Marketing Guide* by James Stephenson, McGraw Hill

*Guerrilla Marketing* by Jay Conrad Levinson

#### **VI. METHODS OF PRESENTATION/INSTRUCTION (can vary per instructor)**

- a. Explanation and/or lecture
- b. Video presentation
- c. Student reports
- d. Role play
- e. Guest speaker
- f. Small group activities
- g. Discussion
- h. PowerPoint presentation
- i. Field trips
- j. Internet activities

#### **VII. METHODS OF EVALUATION**

- a. Course grades, at the determination of the instructor, will be based on class and group participation, daily work, exams, presentations, projects, papers, and/or a portfolio.
- b. Instructors will distribute and discuss the evaluation process and his/her grading policies with the students at the beginning of the term.

#### **VIII. INSTITUTIONAL DEFINED SECTION**

- a. It is important for students to check requirements at the transfer institution they plan to attend.
- b. Other requirements as determined by instructor/college.