






**Syllabus**  
**ENTR 2050**  
**Marketing for the Entrepreneur**  
**2026**

**Committee Members:**

- Michelle Konen & Ernie Blanchard, Central Community College
- Deb Gaspard, Metropolitan Community College
- Renelle Mooney & Jimi Cole, Mid-Plains Community College
- Stacy Anderson, Northeast Community College
- Kathy Reiter, Southeast Community College
- N/A, Western Nebraska Community College
- Taria Wolfe & Janelle Whipple, Little Priest Tribal College
- N/A, Nebraska Indian Community College

**Facilitator: Jimi Cole**

**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	02/12/2026	Adopt
 Chief Academic Officer, Little Priest Tribal College	02/18/2026	Not Offered
 Chief Academic Officer, Metropolitan Community College	02/16/2026	Adopt
 Chief Academic Officer, Mid-Plains Community College	02/11/2026	Adopt
 Chief Academic Officer, Nebraska Indian Community College	02/16/2026	Adopt
 Chief Academic Officer, Northeast Community College	02/11/2026	Adopt
 Chief Academic Officer, Southeast Community College	02/20/2026	Adopt
 Chief Academic Officer, Western Nebraska Community College	02/18/2026	Adopt



## I. CATALOG DESCRIPTION

Course Number: ENTR 2050  
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. Describe 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. Describe electronic marketing opportunities that fit entrepreneurial ventures.
5. Review financial components for marketing strategies.
6. Examine 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. Identify 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) Examine electronic marketing opportunities unique to small business
  - a. Describe search engine optimization.
  - b. Identify relevant social media marketing tools for a business concept.
  - c. Describe alternative 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. Recognize financial components as related to marketing strategies.

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

1. Entrepreneurship marketing principles and strategies relate to an entrepreneurial venture.
2. Traditional and non-traditional marketing tactics for an entrepreneurial venture
3. Electronic marketing opportunities are unique to small business
4. Prepare marketing strategy with associated tactics for an entrepreneurial venture

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

Suggested text(s)

*1-Page Marketing Plan* by Allan Dib, Successwise

*Successful Business Plan* by Rhonda Abraham, Planning Shop

*Successful Marketing Secrets & Strategies* by Rhonda Abraham, Planning Shop

*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

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#### **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
- k. Conduct “real world” marketing 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 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.