

**SOUTHEAST COMMUNITY COLLEGE**  
**BUSINESS DIVISION**  
**Business Program**  
**Revision Date: 08-21-23**

[Syllabus Statements](#)

**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: 3.0  
Class Hours: 45  
Lab Hours: 0  
Total Contact Hours: 45

**II. COURSE OBJECTIVES/COMPETENCIES:** *Course will:*

- A. Discuss the marketing principles that fit the entrepreneurial ventures
- B. Examine marketing strategies that fit the entrepreneurial ventures
- C. Develop marketing strategy with associated tactics to launch and sustain an entrepreneurial venture
- D. Explore electronic marketing opportunities that fit entrepreneurial ventures
- E. Review financial components for marketing strategies
- F. Discuss the integration of branding as it relates to an entrepreneurial venture

**III. STUDENT LEARNING OUTCOMES AND GENERAL EDUCATION LEARNING OUTCOMES**

- A. 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 and 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. Understand financial components as related to marketing strategies

- B. General Education Learning Outcomes (GELOs)
  - 1. GELO 3: Critical Thinking & Problem Solving  
Outcome 2: Synthesize information to arrive at reasoned solutions to problems
  - 2. GELO 6: Career and Life Skills  
Outcome 2: Acquire entrepreneurial skills and attitudes

**IV. COURSE CONTENT/TOPICAL OUTLINE**

- A. Entrepreneurship marketing principles and strategies as they relate to an entrepreneurial venture
- B. Traditional and non-traditional marketing tactics for an entrepreneurial venture
- C. Electronic Marketing opportunities unique to small business
- D. Prepare marketing strategy with associated tactics for an entrepreneurial venture

**V. INSTRUCTIONAL MATERIALS**

- A. Required text(s): Dibb, *The 1-Page Marketing Plan: Get New Customers, Make More Money, And Stand Out From The Crowd*, 2018, SuccessWise. ISBN: 9781989025017

**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 his/her grading policies with the students at the beginning of the term

**C. SCC STANDARD GRADING SCALE POLICY:**

A+	95-100	C+	75-79
A	90-94	C	70-74
B+	85-89	D+	65-69
B	80-84	D	60-64
		F	Below 60

**VIII. SPECIFIC COURSE REQUIREMENTS**

- A. Policies and Procedures: Please review handout provided by instructor
- B. It is important for students to check requirements at the transfer institution they plan to attend