

SOUTHEAST COMMUNITY COLLEGE
BUSINESS DIVISION
Business Program
Revision Date: 08-17-26

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. Describe the marketing principles that fit entrepreneurial ventures
- B. Examine marketing strategies that fit entrepreneurial ventures
- C. Develop marketing strategy with associated tactics to launch and sustain an entrepreneurial venture
- D. Describe electronic marketing opportunities that fit entrepreneurial ventures
- E. Review financial components for marketing strategies
- F. Examine 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. 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
- 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 relate to an entrepreneurial venture
- B. Traditional and non-traditional marketing tactics for an entrepreneurial venture
- C. Electronic marketing opportunities are 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*, Current Edition.

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