

Western Technical College

10104206 Marketing - Small Business Strategies

Course Outcome Summary

Course Information

Description	Students will apply strategies for marketing a small business by developing a marketing plan for their proposed business idea.
Career Cluster	Business Management and Administration
Instructional Level	Technical Diploma Courses
Total Credits	1
Total Hours	18

Textbooks

No textbook required.

Course Competencies

1. Explore marketing strategies.

Assessment Strategies

1.1. Product

Criteria

You will know you are successful when:

- 1.1. you identify a marketing strategy for your proposed marketing concept.
- 1.2. you use a strategy which aligns with your narrowly defined target customer
- 1.3. you support the strategy chosen.
- 1.4. you include a marketing strategy statement
- 1.5. you include two outside research sources to support the chosen marketing strategy.

Learning Objectives

- 1.a. Define what a marketing strategy is.
- 1.b. Determine which marketing strategy supports your business goals.

2. Write a marketing goal for proposed business concept.

Assessment Strategies

2.1. Written Product

Criteria

You will know you are successful when:

- 2.1. you write one goal for your proposed business concept.
- 2.2. you indicate how you arrived at this goal (research).

- 2.3. you indicate how you will measure for success (i.e., you state what you want to achieve - increase sales by 5 percent).
- 2.4. you include a minimum of four action items to achieve goal.

Learning Objectives

- 2.a. Explore how to write marketing goals.
- 2.b. Determine what your marketing goal will be for your proposed business concept.

3. Outline a marketing plan.

Assessment Strategies

- 3.1. Product (Marketing Plan)

Criteria

You will know you are successful when:

- 3.1. you include an executive summary.
- 3.2. you include a situation analysis.
- 3.3. you include section on target market.
- 3.4. you identify what your positioning statement and unique selling proposition (USP) is.
- 3.5. you include the marketing mix (product, price, place, and promotional tactics).
- 3.6. you include a distribution plan
- 3.7. you produce a product is free from grammar and spelling errors

Learning Objectives

- 3.a. Compare two marketing plans.
- 3.b. Investigate key components of a marketing plan.
- 3.c. Produce an outline of a marketing plan for proposed business concept.