

Western Technical College

## 10104209 Marketing - Niche Development

### Course Outcome Summary

#### Course Information

<b>Description</b>	Students will outline potential niche markets and map a niche market(s) to a particular business concept. In addition, the student will describe the strengths and weaknesses of the particular niche market strategy.
<b>Career Cluster</b>	Business Management and Administration
<b>Instructional Level</b>	Technical Diploma Courses
<b>Total Credits</b>	1
<b>Total Hours</b>	18

#### Textbooks

No textbook required.

#### Course Competencies

##### 1. Summarize leading niche markets.

###### Assessment Strategies

1.1. Research Project

###### Criteria

*Performance will be satisfactory when:*

- 1.1. learner has identified the difference between a target market and market niche.
- 1.2. learner summarizes the marketing niches they reviewed.
- 1.3. learner lists three market niches that are currently leaders
- 1.4. learner's research is summarized in written paper which contains an introductory paragraph
- 1.5. learner supports project with at least three credible sources.
- 1.6. learner's written summary of project evidences correct grammar, punctuation, and spelling

###### Learning Objectives

- 1.a. Determine the difference between a target market and a market niche is.
- 1.b. Explore a variety of market niches.
- 1.c. Determine which marketing niches are currently leading.

##### 2. Evaluate the strengths and weaknesses of the particular niche market strategy.

###### Assessment Strategies

2.1. Research Project

###### Criteria

- 2.1. learner researches three different niches that they think align with their business concept
- 2.2. learner includes three strengths of marketing niche for business concept they are considering
- 2.3. learner includes three weaknesses of marketing niche for business concept they are considering
- 2.4. learner analyzes prepares a chart that compares the strengths and weaknesses of a particular market niche for their business concept

#### **Learning Objectives**

- 2.a. List three strengths of chosen marketing niche.
- 2.b. List three weaknesses of chosen marketing niche.
- 2.c. Summarize strengths and weaknesses and the impact on proposed business concept.

### **3. Determine niche markets for business concept.**

#### **Assessment Strategies**

- 3.1. Research Project

#### **Criteria**

*Performance will be satisfactory when:*

- 3.1. learner incorporates information from chart of strengths and weaknesses for niche market
- 3.2. learner reviews research information for market niches relative to their business concept and summarizes findings
- 3.3. learner identifies which market niche they have chosen
- 3.4. learner list their chosen market niche for their business concept
- 3.5. learner supports market niche choice with a minimum of two research sources

#### **Learning Objectives**

- 3.a. Compare marketing niches that represent the proposed business concept.
- 3.b. Analyze the marketing niches for business concept.
- 3.c. Choose marketing niche for business concept.