

COURSE OUTLINE

ENTR-108

Marketing Plan Development

3 Semester Hours

HOWARD COMMUNITY COLLEGE

Description

In this three module course the entrepreneur will complete a marketing plan for the business. The entrepreneur will complete market research that will help define relevant needs of the customer base. He/she will define the elements of the marketing mix, product, price, place and promotion, for their business and explain their role in building a successful marketing strategy. Prerequisite: ENTR-102 or ENTR-120 or ENTR-210. (3 hours weekly)

Overall Course Objectives

Upon completion of Marketing Plan Development the entrepreneur will:

1. Develop and implement market research appropriate to their business.
2. Discuss the four P's of marketing and their role in building a successful marketing strategy.
3. Analyze the market, including current and potential opportunities for their business.
4. Pinpoint their target market.
5. Complete a viable marketing strategy that can be implemented immediately.
6. Understand and practice rocket marketing.

Major Topics

I. Module One

Determining customers' needs and wants through market research.

The marketing mix will include: product, price, promotion and place

II. Module Two

Developing and writing a customer focused marketing plan.

III. Module Three

Implementation of the marketing plan.

How to make the successful rocket marketing pitch.

Building a competitive edge.

Marketing on the world wide web.

Evaluation and Grading

Summary evaluation will be based on the student/entrepreneur's oral presentation or written summary and documented progress towards building a business.

Other

This course is a Business elective.