

BUS R134: MARKETING FOR SMALL BUSINESS

Originator

ptrujillo

Co-Contributor(s)
Name(s)

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College

Oxnard College

Discipline (CB01A)

BUS - Business

Course Number (CB01B)

R134

Course Title (CB02)

Marketing for Small Business

Banner/Short Title

Marketing for Small Business

Credit Type

Credit

Start Term

Fall 2021

Formerly

BUS R198X

Catalog Course Description

This course covers marketing for the small business owner. It includes coverage on the aspects of marketing planning, market research, product development, promotion, advertising, networking, channels of distribution and web marketing.

Taxonomy of Programs (TOP) Code (CB03)

0506.40 - *Small Business and Entrepreneurship

Course Credit Status (CB04)

D (Credit - Degree Applicable)

Course Transfer Status (CB05) (select one only)

B (Transferable to CSU only)

Course Basic Skills Status (CB08)

N - The Course is Not a Basic Skills Course

SAM Priority Code (CB09)

C - Clearly Occupational

Course Cooperative Work Experience Education Status (CB10)

N - Is Not Part of a Cooperative Work Experience Education Program

Course Classification Status (CB11)

Y - Credit Course

Educational Assistance Class Instruction (Approved Special Class) (CB13)

N - The Course is Not an Approved Special Class

Course Prior to Transfer Level (CB21)

Y - Not Applicable

Course Noncredit Category (CB22)

Y - Credit Course

Funding Agency Category (CB23)

Y - Not Applicable (Funding Not Used)

Course Program Status (CB24)

1 - Program Applicable

General Education Status (CB25)

Y - Not Applicable

Support Course Status (CB26)

N - Course is not a support course

Field trips

Will not be required

Grading method

Letter Graded

Does this course require an instructional materials fee?

No

Repeatable for Credit

No

Is this course part of a family?

No

Units and Hours

Carnegie Unit Override

No

In-Class

Lecture

Minimum Contact/In-Class Lecture Hours

35

Maximum Contact/In-Class Lecture Hours

35

Activity

Laboratory

Total in-Class

Total in-Class

Total Minimum Contact/In-Class Hours

35

Total Maximum Contact/In-Class Hours

35

Outside-of-Class**Internship/Cooperative Work Experience**

Paid

Unpaid

Total Outside-of-Class**Total Outside-of-Class****Minimum Outside-of-Class Hours**

70

Maximum Outside-of-Class Hours

70

Total Student Learning**Total Student Learning****Total Minimum Student Learning Hours**

105

Total Maximum Student Learning Hours

105

Minimum Units (CB07)

2

Maximum Units (CB06)

2

Student Learning Outcomes (CSLOs)**Upon satisfactory completion of the course, students will be able to:**

- | | |
|---|---|
| 1 | Identify the components of the marketing mix. |
| 2 | Explain integrated marketing functions as they apply to small businesses. |
| 3 | Compare and contrast social responsibility and marketing ethics. |

Course Objectives**Upon satisfactory completion of the course, students will be able to:**

- | | |
|---|--|
| 1 | Explain integrated marketing functions as they apply to small businesses. |
| 2 | List the components of the marketing mix. |
| 3 | Explain the importance of demographics as it applies to small businesses. |
| 4 | Analyze various market research methods as they apply to small businesses. |
| 5 | Compare and contrast social responsibility and marketing ethics. |
| 6 | Prepare a marketing plan. |

Course Content**Lecture/Course Content**

1. Defining Marketing and the Marketing Process
 - a. Overview of marketing functions
 - b. Overview of small business marketing
2. Understanding the Marketplace and Consumers

- a. Marketing environment and customer demographics
 - b. Managing marketing information
 - c. Customer and business buyer behavior
3. Designing a Customer-driven Marketing Strategy and Marketing Mix
 - a. Market segmentation
 - b. Product, services and branding
 - c. New-product development
 4. E-Marketing
 - a. Web marketing
 - b. Global marketing
 - c. Social responsibility and marketing ethics

Laboratory or Activity Content

None

Methods of Evaluation

Which of these methods will students use to demonstrate proficiency in the subject matter of this course? (Check all that apply):

Written expression

Methods of Evaluation may include, but are not limited to, the following typical classroom assessment techniques/required assignments (check as many as are deemed appropriate):

Computational homework

Individual projects

Quizzes

Instructional Methodology

Specify the methods of instruction that may be employed in this course

Class activities

Class discussions

Case studies

Distance Education

Group discussions

Lecture

Describe specific examples of the methods the instructor will use:

This course can be taught solely online and all resources, lecture and assistance will be available through Canvas and professor's office hours.

Also...

This course will be taught by using lectures, class discussions, case studies, and studying actual business problems. Course materials will use current examples of existing business problems to encourage classroom discussion and enhance the learning experience. Multi-media presentations, guest speakers, and group activities may also be used as methods of instruction.

Representative Course Assignments

Writing Assignments

1. Essays in response to end-of-chapter questions.
2. Essays dealing with contemporary issues such as marketing ethics and social responsibility.

Critical Thinking Assignments

1. Analysis of marketing ethics and social responsibility issues.
2. Students will construct a small business marketing plan. Students will research and analyze their target audience and write an effective marketing plan based on the information gathered and the desired outcomes.

Reading Assignments

1. Students will be assigned readings from the class text in addition to supplementary readings from newspapers and periodicals.
2. Students may be evaluated via test, quizzes or homework assignments on the various class reading assignments.

Other assignments (if applicable)

1. Analysis of marketing ethics and social responsibility issues.

Outside Assignments

Representative Outside Assignments

1. Students are assigned weekly reading homework and lesson questions that must be answered and submitted.

District General Education

A. Natural Sciences

B. Social and Behavioral Sciences

C. Humanities

D. Language and Rationality

E. Health and Physical Education/Kinesiology

F. Ethnic Studies/Gender Studies

CSU GE-Breadth

Area A: English Language Communication and Critical Thinking

Area B: Scientific Inquiry and Quantitative Reasoning

Area C: Arts and Humanities

Area D: Social Sciences

Area E: Lifelong Learning and Self-Development

CSU Graduation Requirement in U.S. History, Constitution and American Ideals:

IGETC

Area 1: English Communication

Area 2A: Mathematical Concepts & Quantitative Reasoning

Area 3: Arts and Humanities

Area 4: Social and Behavioral Sciences

Area 5: Physical and Biological Sciences

Area 6: Languages Other than English (LOTE)

Textbooks and Lab Manuals

Resource Type

Websites

Description

The Balance Small Business.com

Resource Type

Websites

Description

WordStream.com

Resource Type

Websites

Description

Forbes.com

Resource Type

Textbook

Description

Joseph Cannon, Essentials of Marketing, 15th edition, McGraw-Hill Education, 2016

Library Resources**Sufficient Library Resources exist**

Yes

Distance Education Addendum**Definitions****Distance Education Modalities**

Hybrid (51%–99% online)

Hybrid (1%–50% online)

100% online

Faculty Certifications

Faculty assigned to teach Hybrid or Fully Online sections of this course will receive training in how to satisfy the Federal and state regulations governing regular effective/substantive contact for distance education. The training will include common elements in the district-supported learning management system (LMS), online teaching methods, regular effective/substantive contact, and best practices.

Yes

Faculty assigned to teach Hybrid or Fully Online sections of this course will meet with the EAC Alternate Media Specialist to ensure that the course content meets the required Federal and state accessibility standards for access by students with disabilities. Common areas for discussion include accessibility of PDF files, images, captioning of videos, Power Point presentations, math and scientific notation, and ensuring the use of style mark-up in Word documents.

Yes

Regular Effective/Substantive Contact**Hybrid (1%–50% online) Modality:**

Method of Instruction	Document typical activities or assignments for each method of instruction
Face to Face (by student request; cannot be required)	Student will attend, participate (verbal and nonverbal) and engage during class periods.
Telephone	Student will have the ability and option to call or schedule a telephone call with the instructor.
E-mail	Student will have the ability and option to email the instructor with questions or concerns they may have in the class.

Hybrid (51%–99% online) Modality:

Method of Instruction	Document typical activities or assignments for each method of instruction
Face to Face (by student request; cannot be required)	Student will attend, participate (verbal and nonverbal) and engage during class periods.
Asynchronous Dialog (e.g., discussion board)	Students must show participation in online discussions in Canvas. To receive any credit for the discussion, a student must post their own original input/thoughts from the original discussion question posted. After this is completed by the first deadline, the student has the ability to earn the remaining points for the particular discussion by replying to a fellow student's post, asking or answering questions and/or expanding on agreeable entries.
Telephone	Student will have the ability and option to call or schedule a telephone call with the instructor.
E-mail	Student will have the ability and option to email the instructor with questions or concerns they may have in the class.

100% online Modality:

Method of Instruction	Document typical activities or assignments for each method of instruction
Asynchronous Dialog (e.g., discussion board)	Students must show participation in online discussions in Canvas. To receive any credit for the discussion, a student must post their own original input/thoughts from the original discussion question posted. After this is completed by the first deadline, the student has the ability to earn the remaining points for the particular discussion by replying to a fellow student's post, asking or answering questions and/or expanding on agreeable entries.
Video Conferencing	The instructor will provide a traditional lecture via video conferencing and there will be a quiz or exam on the material that was covered.
Face to Face (by student request; cannot be required)	Student will attend, participate (verbal and nonverbal) and engage during class periods.
Other DE (e.g., recorded lectures)	Students will have access to previously recorded lectures on the Power Point presentations for the class.
Telephone	Student will have the ability and option to call or schedule a telephone call with the instructor.
E-mail	Student will have the ability and option to email the instructor with questions or concerns they may have in the class.

Examinations**Hybrid (1%–50% online) Modality**

Online
On campus

Hybrid (51%–99% online) Modality

Online
On campus

Primary Minimum Qualification

BUSINESS

Additional Minimum Qualifications**Minimum Qualifications**

Business Education

Review and Approval Dates**Department Chair**

09/14/2020

Dean

09/14/2020

Technical Review

10/28/2020

Curriculum Committee

10/28/2020

Curriculum Committee

12/09/2020

CCCCO

MM/DD/YYYY

Control Number

CCC000587864

DOE/accreditation approval date

MM/DD/YYYY