

Montgomery County Community College
ETP 111
Entrepreneurial Marketing
3-3-0

COURSE DESCRIPTION:

This course will allow the student to gain insights essential for marketing an entrepreneurial venture utilizing innovative and financially responsible marketing strategies. Additionally, the student will prepare a marketing plan to launch the entrepreneurial venture, with an implementation strategy for the first two years of operation.

REQUISITES:*Previous Course Requirements*

- MAT 011 Beginning Algebra or MAT 011B Beginning Algebra with Review of Arithmetic
- ENG 010A Basic Writing or ENG 011 Basic Writing II or ESL 011 - Basic Writing II
- REA 011 Fundamentals of College Reading or REA 017 Vocabulary and Reading Comprehension Development II

Concurrent Course Requirements

None

LEARNING OUTCOMES Upon successful completion of this course, the student will be able to:	LEARNING ACTIVITIES	EVALUATION METHODS
1. Create a brand for the business concept.	Assigned Readings Case Study Lecture/Discussion	Homework Assignment
2. Differentiate appropriate methods to promote a product or service.	Assigned Readings AV/Multimedia Materials Case Study Lecture/Discussion Research Resources Role Playing Student Presentations	Students Will Review Case Studies and Through a Structured Written Analysis Be Expected to Determine Appropriate Marketing Actions
3. Determine affordable ways to promote a business.	Assigned Readings AV/Multimedia Materials Case Study Demonstration and Practice Lecture/Discussion Research Resources	Exam

LEARNING OUTCOMES	LEARNING ACTIVITIES	EVALUATION METHODS
4. Apply a variety of marketing techniques to acquire new customers.	Assigned Readings AV/Multimedia Materials Case Study Demonstration and Practice Lecture/Discussion Research Resources Role Playing Student Presentations	Students Will Review Case Studies and Through a Structured Written Analysis Be Expected to Determine Appropriate Marketing Actions
5. Compose a Marketing Plan for the business.	Assigned Readings Demonstration and Practice Journaling Lecture/Discussion Research Resources	Students Will Prepare a Marketing Plan and Will Be Expected to Apply Learned Knowledge to Strategy Planning

At the conclusion of each semester/session, assessment of the learning outcomes will be completed by course faculty using the listed evaluation method(s). Aggregated results will be submitted to the Associate Vice President of Academic Affairs. The benchmark for each learning outcome is that *70% of students will meet or exceed outcome criteria.*

SEQUENCE OF TOPICS:

1. Identify Target Market
2. Identify the Competition
3. Acquire New Customers
4. Establish the Business Identity
5. Explore Traditional Marketing Methods
6. Research "Person to Person" and Print Marketing Opportunities
7. Identify Online Marketing Opportunities
8. Create a Marketing Plan

LEARNING MATERIALS:

Abrams, Rhonda with Julie Vallone. (2008). *Successful Marketing Secrets and Strategies*. The Planning Shop.

Other learning materials may be required and made available directly to the student and/or via the College's Libraries and/or course management system.

COURSE APPROVAL:

Prepared by: Ayisha Sereni

Date: 11/5/2009

VPAA/Provost Compliance Verification: Dr. John C. Flynn, Jr.

Date: 12/22/2009

Revised by: Ayisha Sereni

Date: 3/30/2012

VPAA/Provost or designee Compliance Verification:

Victoria L. Bastecki-Perez, Ed.D.

Date: 4/1/2012

Revised by: Ayisha Sereni

Date: 10/31/2012

VPAA/Provost or designee Compliance Verification:

Victoria L. Bastecki-Perez, Ed.D.

Date: 2/25/2013

Revised by: Paul Johnson

Date: 1/9/2018

VPAA/Provost or designee Compliance Verification:

Date: 1/10/2018



This course is consistent with Montgomery County Community College's mission. It was developed, approved and will be delivered in full compliance with the policies and procedures established by the College.