

**MINNESOTA WEST COMMUNITY & TECHNICAL COLLEGE
COURSE OUTLINE**

DEPT. SBM COURSE NO. SBMT1321

NUMBER OF CREDITS: 2

COURSE TITLE: SBM Marketing Systems

CATALOG DESCRIPTION: In this course the business owner or manager will study the 5 P's of marketing, product, pricing, presentation, promotion, and packaging. The business owner or manager will apply them to their business entity. They will also use these concepts to design a marketing strategy to create the desired business image.

AUDIENCE: Small Business Owners & Managers

FULFILLS MN TRANSFER CURRICULUM AREA(S) *N/A*

PREREQUISITES OR NECESSARY ENTRY SKILLS/KNOWLEDGE: None

LENGTH OF COURSE: Semester

THIS COURSE IS USUALLY OFFERED:

Every other year ☐ fall ☐ spring ☐ summer ☐ undetermined ☒

Four goals are emphasized in course at Minnesota West Community & Technical College:

1) ACADEMIC CONTENT:

- a. Study marketing principles for the small business
- b. Explore promotional strategies
- c. Identify business image options
- d. Identify various marketing strategies
- e. Cost Controls for the Small Business

2) THINKING SKILLS:

- a. Ascertain product selection to marketing strategy
- b. Prepare pricing strategy to match market strategy
- c. Classify presentation options
- d. Examine packaging process
- e. Analyze present business image
- f. Analyze present marketing strategies
- g. Select desired business image
- h. Customize market strategy for business

3) COMMUNICATIONS SKILLS:

- a. Communicate business image through marketing, promotions, signage, and advertising

4) HUMAN DIVERSITY:

TOPICS TO BE COVERED: Marketing, product, pricing, presentation, promotion, and packaging

LIST OF EXPECTED COURSE OUTCOMES: (See Above)

LEARNING/TEACHING TECHNIQUES used in the course are:

- | | |
|---|---|
| <input type="checkbox"/> Collaborative Learning | <input checked="" type="checkbox"/> Problem Solving |
| <input type="checkbox"/> Student Presentations | <input type="checkbox"/> Interactive Lectures |
| <input type="checkbox"/> Creative Projects | <input checked="" type="checkbox"/> Individual Coaching |
| <input type="checkbox"/> Lecture | <input type="checkbox"/> Films/Videos/Slides |
| <input type="checkbox"/> Demonstrations | <input type="checkbox"/> Other (describe below) |
| <input type="checkbox"/> Lab | |

ASSIGNMENTS AND ASSESSMENTS FOR THIS CLASS INCLUDE:

- | | | |
|---|-------------------------------------|---|
| <input type="checkbox"/> Reading | <input type="checkbox"/> Tests | <input checked="" type="checkbox"/> Individual Projects |
| <input type="checkbox"/> Oral Presentations | <input type="checkbox"/> Worksheets | <input type="checkbox"/> Collaborative Projects |
| <input type="checkbox"/> Textbook Problems | <input type="checkbox"/> Papers | <input type="checkbox"/> Portfolio |
| <input type="checkbox"/> Group Problems | <input type="checkbox"/> Term Paper | |
| <input type="checkbox"/> Other (describe below) | | |

EXPECTED STUDENT LEARNING OUTCOMES: To be able to price products and services profitably, create a budget for the business, identify and apply cost control options, and create a break-even analysis.

The information in this course outline is subject to revision

Veteran Services: Minnesota West is dedicated to assisting veterans and eligible family members in achieving their educational goals efficiently. Active duty and reserve/guard military members should advise their instructor of all regularly scheduled military appointments and duties that conflict with scheduled course requirements. Instructors will make every effort to work with the student to identify adjusted timelines. If you are a veteran, please contact the Minnesota West Veterans Service Office.

To receive reasonable accommodations for a documented disability, please contact the campus Student Services Advisor or campus Disability Coordinator as arrangements must be made in advance. In addition, students are encouraged to notify their instructor.

**This document is available in alternative formats to individuals with disabilities by contacting the
Student Services Advisor or by calling 800-658-2330 or
Minnesota Relay Service at 800-627-3529 or by using your preferred relay service.**

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