

MKTG G167: MARKETING AND SOCIAL MEDIA FOR ENTREPRENEURS

Item	Value
Curriculum Committee Approval Date	05/07/2024
Top Code	050640 - Small Business and Entrepreneurship
Units	1.5 Total Units
Hours	27 Total Hours (Lecture Hours 27)
Total Outside of Class Hours	0
Course Credit Status	Credit: Degree Applicable (D)
Material Fee	No
Basic Skills	Not Basic Skills (N)
Repeatable	No
Open Entry/Open Exit	No
Grading Policy	Standard Letter (S), • Pass/No Pass (B)

Course Description

This course is designed to enable new and existing small business owners with concepts and strategies to market their business or product idea using social media. This course includes understanding basic marketing concepts, leveraging social media, and developing a marketing plan. Transfer Credit: CSU.

Course Level Student Learning Outcome(s)

1. Course Outcomes
2. Describe the advantages and disadvantages of various marketing strategies used for small business.
3. Identify social media methods and trends used for small business marketing.
4. Develop a small business marketing plan including a social media strategy.

Course Objectives

- 1. Explain the basic concepts of marketing such as market research, market segmentation, and marketing mix.
- 2. Launch a social media marketing campaign using tools/platforms such as Facebook, Instagram, X (formerly known as Twitter), and/or WordPress.
- 3. Prepare a plan to schedule a year's worth of targeted social media posts aligning with the firm's marketing activities.
- 4. Create a budget for social media methods as part of the marketing plan.
- 5. Evaluate competitors' social media platforms using various environmental analysis tools such as the SWOT analysis that identifies strengths, weaknesses, opportunities, and threats.

Lecture Content

Entrepreneurial Marketing Overview The marketing process Understanding the customer Marketing research Social media - changing the game The marketing mix Understanding Customers and Competitors Defining the target customer Customer influencers Customer segmentation Competitor analysis SWOT Analysis Messaging and value propositions Building and Sustaining the Entrepreneurial Brand Importance and characteristics of a brand Branding strategies Brand value Promoting the brand Internally Externally Social Media Basics and Guides Definitions Trends Website for new businesses Online communities Blogs Social networking Social Media Strategies Getting audiences Content development and distribution Engaging online communities Mobile devices The Marketing Plan Differences from business plans Plan objectives Plan components Implementation of Social Media Plan How to setup and manage various social media marketing tools/platforms such as: Facebook Instagram X (formerly known as Twitter) WordPress

Method(s) of Instruction

- Lecture (02)
- DE Live Online Lecture (02S)
- DE Online Lecture (02X)

Reading Assignments

Handouts, online resources, and/or textbook

Writing Assignments

Development of a marketing plan using slides for presentation

Out-of-class Assignments

Online research Weekly assigned reading Project activities

Demonstration of Critical Thinking

Students will compare advantages and disadvantages of various marketing methods and develop a strategy suitable for a small business of their choice.

Required Writing, Problem Solving, Skills Demonstration

Students will complete and present a marketing plan project with an emphasis on social media strategy.

Eligible Disciplines

Business: Master's degree in business, business management, business administration, accountancy, finance, marketing, or business education OR bachelor's degree in any of the above AND master's degree in economics, personnel management, public administration, or Juris Doctorate (J.D.) or Legum Baccalaureus (LL.B.) degree OR bachelor's degree in economics with a business emphasis AND master's degree in personnel management, public administration, or J.D. or LL.B. degree OR the equivalent. Master's degree required. Marketing: Master's degree in business administration, business management, business education, marketing, advertising, or finance OR bachelor's degree in any of the above AND master's degree in economics, accountancy, taxation, or law OR the equivalent. Master's degree required. Small business development (entrepreneurship): Any bachelor's degree and two years of professional experience, or any associate degree and six years of professional experience.

Textbooks Resources

1. Required Lawson, C. Introduction to Social Media, current ed. Oklahoma State University (OER), 2022
2. Required Crane, F.G. Marketing for Entrepreneurs, 3rd ed. Sage, 2021