A. Course Description

Credits: 2

Prerequisites:

MKTG 300 Marketing Principles
OR
ENTR 300 Interdisciplinary Business Skills and Knowledge for Non-Business Majors

Lab Hours/ Weeks: Corequisites: None

Lecture Hours/ Week :

MnTC Goals: None

This course focuses on the process of marketing plan preparation by having the students create an actual marketing plan for an individual product or service offering, a product line, or a business unit of a company. Topics include environmental scanning, SWOT analysis, market positioning of the offering, pricing, break-even analysis, sales forecasting, product placement, and promoting the offering.

B. Course Effective Dates: 05/05/2015 - Present

C. Outline of Major Content Areas:

See Course Description for major content areas.

D. Learning Outcomes (General)

1. Principles and approaches to analyze 1) your business and its capabilities, 2) the environment in which your product offering is to function, and 3) your market and potential customers. You will also "define" or position your product / service offering for best possible success.
2. Principles and methods to estimate sales and profits, as well as to monitor your plan and make sure it stays on track.
3. Principles and techniques to implement your plan -- take your offering to market through product design, pricing, placement, and promotions (the 4 Ps of marketing).
4. Techniques to "package" and sell your marketing plan to top management or bankers -- making you a star.

E. Learning Outcomes (MN Transfer Curriculum)

This contains no goal areas.

G. Special Information

Note: Recommended course to be taken before this course: ENTR 490 Entrepreneurship and Venture Creation. This course was previously ENTR 356.