JCC OFFICIAL COURSE OUTLINE

Course number, title and credits; total time allocation

<table>
<thead>
<tr>
<th>Course Number</th>
<th>ENT 102</th>
<th>Credits</th>
<th>3</th>
<th>Title</th>
<th>Entrepreneurial Marketing: Finding Your Niche</th>
</tr>
</thead>
<tbody>
<tr>
<td>Lecture/Discussion</td>
<td>45 hrs/semester</td>
<td>Lab</td>
<td>0</td>
<td>hrs/semester</td>
<td>Clinical</td>
</tr>
</tbody>
</table>

Catalog description and Pre- and Co-requisites (Same as taxonomy and catalog)
Organizations grow by serving the needs of their clients. Entrepreneurial marketing entails identifying the underlying needs of specific niches within the changing marketplace, and then devising plans which match your driving passion and unique capabilities with the specific needs you have uncovered. In this course you will use analytical processes for identifying the needs of target clients, and you will produce marketing plans designed to capitalize on your unique advantages.

Knowledge, skills and abilities Students Acquire from this Course (Educational Objectives)

- Identification of one's strengths and weaknesses, as well as the strengths and weaknesses of other people on your team;
- Knowledge of methods for conducting market research, and the ability to apply some of these methods;
- Knowledge of methods for conducting competitive research, and the ability to apply some of these methods;
- Awareness of major pitfalls to avoid in marketing a new product or service;
- Knowledge of the marketing components of a business plan and an overview of how a business plan can be valuable to an entrepreneur;
- Advice from successful entrepreneurs regarding how to identify needs in the marketplace and implement the processes for bringing products and services to market;
- Advice from classmates during small group discussions, online forums, and/or whole class discussions regarding the merits and shortcomings of various marketing strategies.

Associate Degree Outcomes Addressed in this Course (These must appear in course syllabus)
ADO 7 Critical Thinking

Units/topics of Instruction
Marketing
Entrepreneurship
Management
Leadership
Ethics
Economics

Instructional Techniques and Procedures
Lecture, critical thinking scenarios (i.e., case studies), role playing, forums, advice from guest entrepreneurs, self-assessment and reflection, small group projects, primary research, and secondary research via the Internet.

Instructional Use of Computer or Other Technology
Classroom projection of Power Point presentations, videos, and Skype and other electronic presentations from visiting entrepreneurs; microscope for viewing and projecting items; integration of >-clickers during class with video material/pre-assessment completed by students prior to class.

Instructional Materials and Costs to Students
Textbook and/or course pack; possibly >-clicker if not provided by JCC.
### Skills and abilities students should bring to the course

<table>
<thead>
<tr>
<th>Able to read</th>
<th>Able to compute</th>
</tr>
</thead>
<tbody>
<tr>
<td>a limited amount of material</td>
<td>basic, pre-algebraic problems</td>
</tr>
<tr>
<td>an average amount of material</td>
<td>simple algebraic problems</td>
</tr>
<tr>
<td>an above average amount of material</td>
<td>higher order mathematical problems</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Able to read</th>
<th>Able to write</th>
</tr>
</thead>
<tbody>
<tr>
<td>relatively easy material</td>
<td>short compositions</td>
</tr>
<tr>
<td>moderately difficult material</td>
<td>medium length compositions</td>
</tr>
<tr>
<td>technical or sophisticated material</td>
<td>lengthy compositions</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Able to use technology</th>
<th>Other necessary abilities</th>
</tr>
</thead>
<tbody>
<tr>
<td>keyboard skills/familiar with computer and computer application</td>
<td></td>
</tr>
<tr>
<td>web navigation</td>
<td></td>
</tr>
</tbody>
</table>

### The course is usually scheduled

- **Day:**
  - Fall
  - Winter
  - Spring

- **Evening:**
  - Fall
  - Winter
  - Spring

**Prepared by Ronald Betzig**

**Date:** February 28, 2013

**Approved by Dept.**

**Date:** 3/19/13

**Approved by Dean**

**Date:** 3/18/13

**Approved by Curriculum Committee**

[last names, please]

**Date:** 3/19/13

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**ENT102CourseOutline 2-28-13**

**Revised:** 01/08