

## JCC OFFICIAL COURSE OUTLINE

### Course number, title and credits; total time allocation

Course Number	<b>ENT 102</b>	Credits	<b>3</b>	Title	<b>Entrepreneurial Marketing: Finding Your Niche</b>			
Lecture/Discussion	<b>45</b>	hrs/semester	Lab	<b>0</b>	hrs/semester	Clinical	<b>0</b>	hrs/semester

### 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 i>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 i>clicker if not provided by JCC.

# Skills and abilities students should bring to the course

Able to read	<input type="checkbox"/> a limited amount of material <input checked="" type="checkbox"/> an average amount of material <input type="checkbox"/> an above average amount of material	Able to compute	<input checked="" type="checkbox"/> basic, pre-algebraic problems <input type="checkbox"/> simple algebraic problems <input type="checkbox"/> higher order mathematical problems
Able to read	<input type="checkbox"/> relatively easy material <input checked="" type="checkbox"/> moderately difficult material <input type="checkbox"/> technical or sophisticated material	Able to write	<input type="checkbox"/> short compositions <input checked="" type="checkbox"/> medium length compositions <input type="checkbox"/> lengthy compositions
Able to use technology	<input checked="" type="checkbox"/> keyboard skills/familiar with computer <input type="checkbox"/> computer application <input checked="" type="checkbox"/> web navigation	Other necessary abilities	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>

## The course is usually scheduled

Day: ☒ Fall      x Winter      ☒ Spring

Evening: ☒ Fall      x Winter      ☒ Spring

Prepared by Ronald Betzig

Date February 28, 2013

Approved by Dept.

3-19-13

Date

Approved by Dean

Date 3/18/13

Approved by Curriculum Committee

(last names, please)

Date 3/19/13