

Collin College - Continuing Education COURSE SYLLABUS

COURSE INFORMATION

Course Number: MRKT 7520

Course Title: Developing an Effective Marketing Plan, 10/17 – 10/26, TR 6:30pm-9:30pm

Instructor: Karen Power

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Course Description: This course will guide you through the process of developing an effective marketing plan. It will take you through the steps of the marketing planning process, including helping you determine if there is a market for your product or service, what the size of the market is, and if there are potential barriers for implementation of your plan.

Certification Notes: This is a certificate series.

Next course recommendation: Marketing Using the Internet

Refund Policy: Please refer to www.collin.edu/ce/inforegistrar.html for our refund policy. No refunds after the start time of the first class.

Americans with Disabilities Act: Collin College will adhere to all applicable federal, state and local laws, regulations and guidelines with respect to providing reasonable accommodations as required to afford equal opportunity. It is the student's responsibility to contact the ACCESS office, SCC-D140 or 972.881.5898 (V/TTD: 972.881.5950) to arrange for appropriate accommodations. See the current *Collin Student Handbook* for additional information.

Course Sessions: Listed are guidelines to indicate all topics that will be covered during your course. Do not plan your personal calendar based on these sessions.

Lesson Plan – by week or session:

Session 1: Introductions

Student Data Forms

Review Marketing Plan Rationale and Elements

Step-By-Step Marketing Plan

What is Your "Vision"?

What Business Are You In?

Session 2: Step-By-Step Marketing Plan (cont'd)

Who Is Your Ideal Customer?

Who Is Your Competition?

Session 3: Step-By-Step Marketing Plan (cont'd)

What is Your Marketing Strategy?

What Tactics Will You Use?

Session 4: Step-By-Step Marketing Plan (cont'd)

How Will You Measure Success?

How Will You Implement?

Method of Evaluation: Unless otherwise stated, course completion is evaluated on the basis of attendance. Students must be in attendance 90% of each course in a certificate series for successful completion and to earn a certificate as specified.