

Collin College - Continuing Education COURSE SYLLABUS

COURSE INFORMATION

Course Title: Marketing & Business Management

Course Description: This course is designed to help students develop a basic understanding of business and marketing management principles and provide up-to-date information necessary to compete in today's business and marketing environment.

Suggested Course Prerequisite(s): N/A

Course Resources: N/A

Course Objectives:

1. Develop an understanding of business management principles
2. Apply management principles of small and large marketing organizations.
3. Carry out supervisory and mid-management responsibilities in a marketing organization.

Certification Notes: This is a certificate series.

Next course recommendation: Developing an Effective Marketing Plan

Withdrawal Policy: See the current Collin Registration Guide for the last day to withdraw and tuition refund policy

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. Your instructor will give you a calendar for your class that will indicate specific topics, assignments, and days.

Lesson Plan – by week or session:

Session 1: Introductions/ Business Management Defined

Functions of Business Management

Session 2: Functions of Business Management (cont'd)

Session 3: Levels of Management/Marketing Management

Session 4: Marketing Management (cont'd)

Management Principles specific to Small Business

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.