

Course Abstract

Course ID and Name: SBM 130, Marketing and Sales for Small Business

Department: Business and Computer Science

Chairperson or Course Coordinator: Dr. Aslihan Cakmak

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Prerequisites: None

Co-requisites: None

Course Description:

This course is designed for the small business owners/entrepreneurs looking to improve their marketing skills in today's domestic, global and international business environments. Through a case study format with additional emphasis on other relevant functional areas of business, the student will come to fully understand all activities and processes involved in the flow of goods, services, ideas and events from producer and/or manufacturer to consumers. Through this type of analysis, the small business owner/entrepreneur will be able to incorporate a systems approach, to fully understand the marketing and sales conditions being affected, and analyze the problems as well as the strategies used to solve these problems.

Credits: 3

If you need accommodations due to a disability, contact Disability Services in Edison Hall Room 100, 732.906.2546.

To foster a productive learning environment, the College requires that all students adhere to the Code of Student Conduct which is published in the college catalog and website.

Learning Outcomes:

Upon successful completion of the course, students will be able to:

1. Explain the use of marketing for small businesses.
2. Demonstrate solutions of marketing problems of small businesses.
3. Prepare the oral presentation of the term project.

Course Content Areas:

- Strategic market planning for small business
- Market research for business-to-business and consumer markets
- Creating and managing your product or service and the price
- Advertising, sales promotion, public relations, personal selling, sales management, and direct marketing; venues available
- Delivering value through supply chain management and retailing