

## Collin College - Continuing Education

### COURSE SYLLABUS

<b>COURSE INFORMATION</b>
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**Course Number:** SBMT 7830

**Course Title:** How to Promote and Market Your Business

**Course Description:** Meeting and beating the competition is the ultimate game an entrepreneur must play to win. Secrets of success are covered in this course including how to gather marketing intelligence; analyze the competition; position your company and products for competitive advantage; select the channels for your sales message; create compelling messages; create brochures and other collateral; integrate direct mail with publicity, advertising, Internet, trade shows, strategic alliances and other strategies; create a sales forecast; and write a marketing plan

**Suggested Course Prerequisite(s):** N/A

**Course Resources:**

**Student Learning Outcomes:**

1. Gather marketing intelligence
2. Analyze the competition
3. Position your company and products for competitive advantage
4. Select the channels for your sales message
5. Create compelling messages
6. Create brochures
7. Integrate direct mail with publicity, advertising, Internet, and trade shows
8. Create strategic alliances
9. Create a sales forecast
10. Write a marketing plan

**Certification Notes:** N/A

**Next course recommendation:** N/A

**Refund Policy:** Please refer to [www.collin.edu/ce/inforegistrar.html](http://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. 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 and syllabus. Student Data Forms.

Marketing  
Competition

**Session 2:** Sales

Forecasts

**Session 3:** Direct Mail

Brochures

**Session 4:** Strategic Alliances

Marketing Plans; Student Evaluation of Instruction

**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.