

**MISSION VALLEY REGIONAL OCCUPATION PROGRAM  
ENTREPRENEURIAL MARKETING COURSE OUTLINE**

**1. Course Title:** Entrepreneurial Marketing (Capstone Course-Level 2)

**2. CALPADS Title:**

**3. CALPADS Number:**

**4. Job Titles / O\*NET / DOT Codes:**

|            |                                         |
|------------|-----------------------------------------|
| 13.1199.00 | Online Merchants                        |
| 41.3031.02 | Sales Agents, Financial Services        |
| 41.3021.00 | Insurance Sales Agents                  |
| 13.1121.00 | Meeting, Convention, and Event Planners |
| 41.2031.00 | Retail SalesPerson                      |

**5. Course Description:**

This is the Captstone course in a two-course pathway. This course is designed to give students an opportunity to investigate the function of entrepreneurial marketing in the free market economy, defining characteristics of entrepreneurs and their general marketing requirements, and compare & contrast concepts of traditional marketing to entrepreneurial marketing. Students will focus on both individual and collaborative research to develop and participate in collaborative discourse, evidence-based writing, and multimedia presentations. They will develop a portfolio that will not only demonstrate their findings and analysis of various dimensions of entrepreneurial enterprises and thinking, but will also provide a guide for future endeavors and studies that coincide with their own strengths and interests.

**6. Hours:**

|             |     |
|-------------|-----|
| Class       | 180 |
| CC          | 0   |
| CVE         | 0   |
| Total Hours | 180 |

**7. Prerequisites:** None

**8. Date of revision:** November 2022

## **9. Course Outline:**

Upon successful completion of this course, students will be able to demonstrate the following skills necessary for entry-level employment.

### **Orientation**

Class Hours: 10

- A. Introduce the course and facilities
- B. Discuss the syllabus and major objectives
- C. Explain applicable classroom management procedures, the ROP Student Rules of Conduct, and any operational guidelines
- D. Review instructor/student expectations
- E. Explain enrollment and attendance requirements and procedures
- F. Review grading and student evaluation procedures
- G. Discuss the community classroom aspect of the program if applicable
- H. Discuss the “next steps” related to additional education, training, and employment. I. Review classroom safety, emergency and disaster procedures
- I. Create a Google Site for classroom use and individual portfolio development

### **Communication & Interpersonal Skills**

Class Hours: 10

- A. Demonstrate positive verbal communication skills using appropriate vocabulary, demeanor, and vocal tone in the classroom and/or worksite
- B. Read and interpret written information and directions
- C. Practice various forms of written communication appropriate to the occupation
- D. Practice positive body language skills
- E. Practice professional verbal skills for resolving a conflict
- F. Demonstrate active listening skills including techniques for checking for understanding, and for obtaining clarification of directions
- G. Demonstrate positive teamwork skills by contributing to a group effort
- H. Practice the importance of diversity awareness and sensitivity in the workplace
- I. Define sexual harassment in the workplace and identify the employee’s role and responsibility
- J. Practice participation skills
- K. Identify different personality types and strategies for working effectively with each type
- L. Practice business and social etiquette skills appropriate to the occupation
- M. Discuss the role of business and personal ethics in the decision-making process
- N. Evaluate various job-related scenarios and justify decisions based on ethics
- O. Demonstrate flexibility and adaptability in working with others
- P. Demonstrate the use of time management skills

### **Leadership**

Class Hours: 10

- A. Define leadership and identify the responsibilities, competencies, and behaviors of successful leaders
- B. Work with peers to promote divergent and creative perspectives
- C. Demonstrate how to organize and structure work, work will be completed individually and in teams, for effective performance and the attainment of goals

- D. Explain multiple approaches to conflict resolution and their appropriateness for a variety of situations in the workplace
- E. Employ ethical behaviors and actions that positively influence others
- F. Explain means to positively impact the direction and actions of a team or organization
- G. Analyze the short-term and long-term effects a leader's actions and attitudes can have on productivity, morale, and organizational culture.

### **The World of Marketing**

Class Hours: 15

- A. Describe the scope of marketing
- B. Explain the benefits of marketing
- C. Explain how each element of the marketing mix contributes to successful marketing
- D. Create a SWOT and PESTLE analysis and understand the relationship between the two
- E. Analyze a target market

### **Economics**

Class Hours: 15

- A. Discuss how scarcity and factors of production affect the economy
- B. Analyse the key phases of the business cycle
- C. Discuss the balance of trade
- D. Identify political, economic, socio-cultural, and technological factors that affect local businesses

### **Business and Society**

Class Hours: 15

- A. Explain the characteristics of free enterprise
- B. Compare for-profit and nonprofit organizations
- C. Explain the role of government in the private enterprise system
- D. Provide examples of a business's social responsibilities

### **Business Skill Development**

Class Hours: 15

- A. Perform basic math operations with decimals and round answers, interpret graphs to present mathematical data
- B. Explain why awareness of cultural differences is important
- C. Demonstrate how to write an effective business letter and persuasive messages
- D. Explain how computer applications are used in business and marketing
- E. Identify personal traits necessary for ethical action in the workplace
- F. Describe the six aspects of a successful leader
- G. Explain how a self-management team functions
- H. Understand how to effectively manage employees

**Marketing Plan and Sales**

Class Hours: 15

- A. Discuss the key elements of the marketing mix; product, place, promotion, and price
- B. Develop a basic marketing plan for an existing company
- C. Describe basic consumer behavior, and how a consumer is influenced

**Marketing Information Management**

Class Hours: 15

- A. Describe the purpose of marketing research
- B. Identify the methods of conducting marketing research
- C. Explain trends and limitations in marketing research
- D. Differentiate between primary and secondary marketing research
- E. Conduct secondary market research to determine market size
- F. Design a marketing research survey

**Product and Service Management**

Class Hours: 15

- A. Describe the steps in product planning
- B. Identify the four stages of the production lifecycle
- C. Discuss the nature, scope, and importance of branding in product planning
- D. Explain the functions of product packaging
- E. Identify major provisions of product safety legislation
- F. Discuss the importance of credit and how businesses use trade credit

**Business Ownership**

Class Hours: 15

- A. Analyze the advantages and disadvantages of buying an existing business or franchise vs. creating a new business
- B. Identify and understand each legal form of businesses
- C. Explain advantages and disadvantages of a sole proprietorship, partnership, and corporation.
- D. Understand the regulations, laws, and legal issues that impact businesses

**Entrepreneurship and Finance**

Class Hours: 15

- A. Estimate startup costs and net worth
- B. Identify sources of equity and debt capital
- C. Prepare a pro forma cash flow, income statement, and balance sheet
- D. Differentiate between alternative methods of accounting
- E. Describe the use of journals and ledgers in recordkeeping
- F. Explain the importance of keeping accurate bank, payroll, and tax records
- G. Articulate the importance of a solid business plan and the key components of that plan
- Demonstrate key entrepreneurial leadership qualities

**Career Development**

Class Hours: 15

- A. Assess your goals, values, interests, skills, and aptitudes
- B. Complete a career assessment
- C. Explain the importance of Entrepreneurs in the US economy
- D. Describe the best way to develop business leads

- E. Create a letter of application, a cover letter, and a resume

Total Class Hours: 180

**10. Additional Items:**

- A. Articulation: None
- B. Academic Credit: UC a-g "g"

**11. Instructional Strategies:**

- A. Lecture
- B. Comparative Analysis
- C. Hands-on Practice/ Demonstration
- D. Small & Large Group Activities (role-playing, discussion, teamwork, brainstorming)
- E. Community/ Business Observations
- F. Use of Business Partners (guest speakers, interviews)

**12. Instructional Materials:**

- A. Multimodal (Handouts, Internet access)
- B. Observations of real-world experiences
- C. Simulations
- D. Reading Assignments
- E. Oral & Written Reports
- F. Projects
- G. Online Articles/ Tutorials

**13. Certificate Competency List:**

- A. Precision Exam, Marketing I
- B. Precision Exam, Marketing II

**14. Career Preparation Standards**

- A. Apply appropriate technical skills and academic knowledge
- B. Communicate clearly, effectively, and with reason
- C. Develop an education and career plan aligned with personal goals
- D. Apply technology to enhance productivity
- E. Utilize critical thinking to make sense of problems and persevere in solving them
- F. Practice personal health and understand financial literacy
- G. Act as a responsible citizen in the workplace and the community
- H. Model integrity, ethical leadership, and effective management
- I. Work productively in teams while integrating cultural and global competence
- J. Demonstrate creativity and innovation
- K. Employ valid and reliable research strategies
- L. Understand the environmental, social, and economic impacts of decisions

**15. Career Technical Skills**

- A. Evaluate personal interests, attitudes, and talents to assess overall readiness to begin a new business
- B. Explain the importance of entrepreneurship to the U.S. and global economies
- C. Articulate the role of marketing in society
- D. Discuss "intrapreneurship", or innovation within a larger company
- E. Describe basic consumer behavior, and how a consumer is influenced
- F. Conduct a macro environmental analysis of a company
- G. Discuss the key elements of the marketing mix; product, place, promotion, and price
- H. Develop a basic marketing plan for an existing company
- I. Differentiate between primary and secondary marketing research
- J. Conduct secondary market research to determine market size
- K. Prepare a basic 3-year pro-forma income statement
- L. Identify key legal issues involved in new business start-up
- M. Articulate the importance of a solid business plan and the key components of that plan  
Demonstrate key entrepreneurial leadership qualities
- N. Explain key strategies for growth of a new business

#### **16. Course Materials**

Quinlan, C., Gendall Basteri, C., Gassen, C., Walker, M., *Marketing Dynamics*. G-W Publisher, 2024.