

NC 656: MARKETING AND SOCIAL MEDIA FOR SMALL BUSINESS

Citrus College Course Outline of Record

Heading	Value
Effective Term:	Fall 2022
Credits:	0
Total Contact Hours:	20
Lecture Hours :	20
Lab Hours:	0
Hours Arranged:	0
Outside of Class Hours:	40
Strongly Recommended:	Intermediate to advanced level of English language skills; basic understanding of Microsoft Word program.
Transferable to CSU:	No
Transferable to UC:	No
Grading Method:	Non-Credit Course

Catalog Course Description

This course focuses on understanding and developing a marketing plan as well as the use of social media to promote a small business. Skills include customer valuation, market determination, insights about competitors, market research, and hands-on use of various social media platforms. Open entry/exit. 20 lecture hours.

Course Objectives

- Comprehend and determine basic marketing goals to promote a small business.
- Understand how to identify and target a particular market.
- Appreciate the value in evaluation of competitors.
- Know how to conduct basic market research.
- Understand how to access markets via the social media platforms.
- Generate a simple marketing plan.

Major Course Content

1. Marketing Goals and Objectives
 - a. Specific
 - b. Measurable
 - c. Timely
2. Market Determination
 - a. Customer Identification
 - b. Marketplace Identification
3. Market Research
 - a. Competitive Advantage
 - b. Evaluation of Competitors
 - c. Primary Research
 - d. Secondary Research
4. Promotion Strategies

- a. Direct Marketing
 - i. Print
 - ii. Broadcast
 - iii. Mailings
- b. Publicity and Public Relations
- c. Sales Promotion
- d. Digital
 - i. Online/E-mail
 - ii. Websites
 - iii. Social Media
 1. Facebook
 2. Instagram
 3. Twitter
 4. LinkedIn
 5. Other
5. Marketing Plan
 - a. Outline
 - b. Tactics/Implementation
 - c. Budget
 - d. Growth/Evaluation

Suggested Reading Other Than Required Textbook

Materials supplied and/or created by the instructor (i.e. PowerPoint, videos, websites, handouts, and other documents)

Examples of Required Writing Assignments

Sentences and/or paragraphs explaining and encapsulating specific market information

Examples of Outside Assignments

Conduct market research through online research, survey, and discussion with others.

Instruction Type(s)

Lecture, Online Education Lecture