

ENT 130 : Marketing for the Small Business

Credits: 3

Class Hours: 3 lecture

Description: This course covers key concepts and issues underlying the modern practice of marketing for the small business. The course provides a clear understanding of marketing's role in the management of a small business including marketing terminology, consumer-oriented approach to marketing, channels of distribution, marketing research, concepts and practices of retailing, wholesaling, physical distribution, marketing communication, personal selling, and marketing organization.

Semester Offered: Fall, Spring

Course Student Learning Outcomes (CSLOs):

1. Identify principles of marketing strategies for the small business.
2. Apply the marketing mix for small business.
3. Demonstrate fundamental knowledge of a viable business marketing plan.