Alexandria Technical and Community College

MKTG 1535: Entrepreneurship

A. COURSE DESCRIPTION

Credits: 4
Lecture Hours/Week: 3
Lab Hours/Week: 1
OJT Hours/Week: *.*
Prerequisites: None
Corequisites: None
MnTC Goals: None

The learner develops a new business proposal from the original idea through the grand opening by completing a written project in accordance with classroom references. The content of this course includes making the initial decision to create and start a venture; financing the business; and managing and growing the venture. Learners observe examples of business plans, marketing plans, and financial and organizational plans. Learners are provided with the opportunity to demonstrate requirements of business ownership. In addition, this course discusses using marketing and management principles and procedures. The learner establishes pricing, promotion, merchandising, and advertising strategies to maximize return on investments for a simulated business.

B. COURSE EFFECTIVE DATES: 05/16/2011 - Present

C. OUTLINE OF MAJOR CONTENT AREAS

1. Analyze Opportunities and Threats- Business Situation.
2. Prepare a Marketing Plan.
3. Analyze Strengths and Weaknesses.
4. Determine Revenue and Expenses.
5. Develop Financial Statements.
6. Prepare Executive Summary.

D. LEARNING OUTCOMES (General)

1. The learner will complete an executive summary.
2. The learner will complete a marketing/promotion plan.
3. The learner will complete a financing plan.
4. The learner will complete a business proposal.

E. Minnesota Transfer Curriculum Goal Area(s) and Competencies

None

F. LEARNER OUTCOMES ASSESSMENT

As noted on course syllabus

G. SPECIAL INFORMATION

None noted