Course Title: How to Promote and Market Your Business

Course web page: http://www.collin.edu/ce/courses/how_promote_market.html

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

Materials Needed:

Course Objectives:
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: This is a certificate course.

Textbook(s): N/A

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

Course Sessions: listed are a guideline 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.
**Method of Evaluation:** Unless otherwise stated, course completion is evaluated on the basis of attendance. Students must be in attendance 90% of the class time in order to be considered a successful completer of the course.

Students must be in attendance 90% of each course in a certificate series for successful completion and to earn a certificate as specified.

Students must complete all courses (core and no. of elective courses needed) to complete a certificate series within two years from start date of the first course taken.

**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-G200 or 972.881.5898 (V/TTD: 972.881.5950) to arrange for appropriate accommodations. See the current Collin Student Handbook for additional information.  
http://www.collin.edu/studentresources/personal/studenthandbook.aspx