



SCPDSM 01 –  
Strategic Marketing for Small Business  
Course Structure

Contact Hrs- 15

Mode of Delivery - Online (Zoom Platform)

**Aim of the Course:**

The aim of this course is to prepare new and potential entrepreneurs to effectively market their businesses, by providing them with the necessary tools, concepts and strategies needed for success.

**Course Description:**

Strategic Marketing for Small Businesses is designed to equip new and aspiring entrepreneurs with practical, cost-effective marketing strategies that effectively connect their businesses to their target audience. This course introduces participants to a wide range of marketing concepts, channels, and techniques that enhance brand visibility, improve customer engagement, and drive business growth.

Participants will gain insights into digital and traditional marketing platforms, social media strategies, branding essentials, and audience segmentation, enabling them to make informed decisions that align with their business goals.

Additionally, this course guides students through the process of developing a comprehensive marketing plan tailored to their business needs. By applying these strategies, participants will learn how to positively influence their market presence, increase customer loyalty, and achieve long-term success in today's competitive business environment.

**Prerequisites:**

This course has no prerequisites and does not require prior knowledge or certification, making it ideal for beginners. However, students must have access to functioning laptop or desktop computer with internet access to participate in some aspects of this course effectively.

**Modules to be covered:****Module 1: - Introduction to Small Business Management**

- Define what is marketing.
- Understand the foundational concepts and strategies of business marketing & management.
- Apply knowledge gained to their own business ideas.

**Module 2: - Brand Management for Small Businesses**

- Identify the criteria for creating an effective company logo.
- Create a company logo.
- Demonstrate effective brand management techniques to enhance their product viability in increasingly competitive markets.

**Module 3: -Choosing the Right Channel!**

- Identify several platforms that can be used for marketing their business.
- Demonstrate knowledge of specific marketing channels and their benefits.
- Demonstrate efficacy in choosing the correct channels for their company.

**Module 4: - The “Marketing Mix”**

- Identify the “do’s” and “don’t” of effective business marketing.
- Demonstrate effective pricing strategies.
- Display exemplary communication skills with stakeholders.
- Develop active promotional skills.
- Understand what is needed in producing a highly demanded product or service.

### **Module 5: Developing a Basic Marketing Plan**

- Identify the parts of a basic marketing plan.
- Develop a basic marketing plan.

### **Assessment Structure –**

- Assessment 1- 20% Quiz – Class Participation
- Assessment 2- 30% Research Activity
- Assessment 3- 50% A Marketing and Implementation Plan - A Marketing and Implementation Plan for Students' current or prospective businesses

Detailed information would be provided on assessments during class sessions

MIC Institute of Technology (MIC-IT)