

## Global Learning Semesters

### Course Syllabus

Course: ENTR-607 Marketing and Business Plan for Small Business

Department: Management and MIS

Host Institution: Intercollege, Nicosia, Cyprus



Course Summary		
Course Code	Course Title	Recommended Credit Hours
ENTR-607	Marketing and Business Plan for Small Business	4
Semester Offered	Contact Hours	Prerequisites
Please contact us	42-45	None
Department	Level of Course	Language of Instruction
Management and MIS	Upper Division	English

### Course Description

It will enable students to possess the skills necessary to dispassionately and professionally evaluate the broad range of marketing problems and opportunities facing a new or rapidly growing enterprise by applying the knowledge of fundamental marketing principles acquired in this course. Graduates of this course should be able to contribute valuable input in any business situation where marketing issues are concerned. They will also be in a position to understand the necessary theory and practically design a business plan for a new business.

### Prerequisites

None

### Topic Areas

By the end of the course students will be able to:

1. Identify and evaluate marketing issues relevant to new and existing business situations.
2. Apply appropriate marketing tools when dealing with marketing issues.
3. Assess the core competence of their organization.
4. Develop skills and strategies for market research and analysis, market entry and long-term business development.
5. Understand the issues related to the external and internal environment.
6. Conduct a SWOT analysis.
7. Design marketing objective and strategies.
8. Develop plans that recognize and integrate the use of tactics such as product, price, promotion and distribution activities.
9. Develop a practical and realistic plan to support the launch of new products or services.
10. International marketing and business planning in overseas markets.

### Readings and Resources

#### Required Textbooks

- Brassington F. and Pettitt S. (2003), Principles of Marketing, Third Edition, Harlow: Prentice Hall.
- McDonald, M. (2002), Marketing Plans: How to prepare them; How to use them, Oxford: Butterworth-

Heinemann.

- Vignali C., Vrontis D. and Vranecevic T. (2003), Marketing Planning: Analysis, Tactics and Strategy, England: Foxwell and Davies UK Ltd.