

**INTER AMERICAN UNIVERSITY OF PUERTO RICO
METROPOLITAN CAMPUS
BUSINESS FACULTY
UNDERGRADUATE DEPARTMENT
MARKETING PROGRAM**

SYLLABUS

I. GENERAL INFORMATION

Course Title	:	Small Business Marketing
Code and Number	:	MKTG 4248
Credits	:	Three (3)
Academic Term	:	
Professor	:	
Office Location and Hours	:	
Office Telephone	:	
E-Mail	:	

II. DESCRIPTION

Application of marketing principles and concepts in small business. Analysis of external and internal variables that influence the development and marketing process of a small business. It requires the development of a small business marketing plan. Prerequisite: MKTG 2220

III. OBJECTIVES

It is expected that upon completing the course, the student should be able to:

Theorize basic small business principles and concepts.

1. Evaluate marketing strategies for small businesses.
2. Develop a marketing plan for a small business.
3. Consider legal aspects for small businesses.

IV. CONTENT

- A. Principles and basic concepts of small businesses.
 - 1. Small and Medium Sized Businesses (PYMES in Spanish)
 - 2. Types of businesses
 - 3. Government regulations
 - 4. The importance of small businesses
 - 5. Competitive Advantage
 - 6. Internal and External Variables
 - 7. Target Market
 - 8. Competitive Analysis
 - 9. Promotion / Advertising

- B. Designing marketing strategies for small businesses.
 - 1. E-Commerce
 - 2. Social Networks

- C. Marketing plan for small businesses
 - 1. Marketing Plan Steps
 - 2. Creating the Marketing Plan

- D. Legal Aspects
 - 1. Laws that affect small businesses

V. LEARNING ACTIVITIES

- 1. Conferences
- 2. Cases
- 3. Presentations

VI. EVALUATION

	Punctuation	% of Final Grade
Two (2) Partial Tests	200 points	40%
Final Test	100 points	20%
Final Group Project	100 points	20%
Cases and Assignments	<u>100 points</u>	<u>20%</u>
	500 points	100%

VII. SPECIAL NOTES

A. Auxiliary services or special needs

All students who require auxiliary services or special assistance must request them at the beginning of the course or as soon as they become aware that they need them, through the corresponding registry, in the Office of the Coordinator of services for students with disabilities, Dr. María de los Ángeles Cabello. She is located in the Counseling and Counseling Program, office 111, on the first floor of the John Will Harris building, ext. 2306.

B. Honesty, fraud, and plagiarism

Dishonesty, fraud, plagiarism, and any other inappropriate behavior in relation to academic work constitutes major infractions sanctioned by the General Student Regulations. The major infractions, as stated in the General Student Regulations, may have as a consequence, suspension from the University for a definite period greater than one year or the permanent expulsion from the University, among other sanctions.

C. Use of electronic devices.

Cellular telephones and any other electronic device that could interrupt the teaching and learning processes or alter the environment leading to academic excellence will be deactivated. Any urgent situation will be dealt with, as appropriate. The handling of electronic devices that allow students to access, store or send data during evaluations or examinations is prohibited.

D. Compliance with the Provisions of Title IX

The Federal Higher Education Act, as amended, prohibits discrimination because of sex in any academic, educational, extracurricular, and athletic activity or in any other program or function, sponsored or controlled by a higher education institution, whether or not it is conducted within or outside the property of the institution if the institution receives federal funds.

In harmony with the current federal regulation, in our academic unit an Assistant Coordinator of Title IX has been designated to offer assistance and orientation in relation to any alleged incident constituting discrimination because of sex or gender, sexual harassment or sexual aggression. The Assistant Coordinator Mr. George Rivera can be reached by phone at ext. 2262/2147 or by e-mail griverar@metro.inter.edu.

The normative document titled **Norms and Procedures to Deal with Alleged Violations of the Provisions of Title IX** is the document that contains the institutional

rules to direct any complaint that appears to be this type of allegation. This document is available in the Web site of Inter American University of Puerto Rico (www.inter.edu).

VIII. EDUCATIONAL RESOURCES

Textbooks:

Goldstein B.(2020), Entrepreneurial Marketing: A Blueprint for Customer Engagement Ed. 1st. Sage publications Inc.

Archambeau, S., Babin, J., Lodish, L. M. & Morgan, H. L. (2016) Marketing That Works: How Entrepreneurial Marketing Can Add Sustainable Value to Any Sized Company, 2nd Edition. Pearson FT Press

Supplementary Reading Materials

1. Caribbean Business, monthly edition
2. San Juan Star Business, monthly edition

Audiovisual Resources

Available in the Educational Resources Section related to the course:

1. "The Eye of the Spectator"
2. "Communication: The non-verbal agenda"
3. "Understanding Motivation"
3. Videos of Pepsi, Kmart and marketing strategies

Electronic Resources

<http://www.mercadeo.com/>

http://www.mercadeo.com/46_cuatroCs_Serv_GS.htm

<http://www.liderazgoymercadeo.com/mercadeo.asp>

<http://www.mercadeoeditorial.com/>

<http://www.dequate.com/infocentros/gerencia/mercadeo/>

<http://www.3w3search.com/Edu/Merc/Es/GMerc021.htm>

http://members.tripod.com/remaxponce/plan_de_mercadeo.htm

<http://www.gestiopolis.com/recursos/documentos/fulldocs/mar1/mktestra.htm>

<http://www.mercadeo.com/glosario.htm>

<http://www.managementynegocios.com/articulos.htm>

<http://www.managementynegocios.com/Newsletter/017.htm>

<http://www.businessweek.com/smallbiz/index.html?engine=overture&keyword=marketing+article>

<http://www.marketingsource.com/articles/>

<http://www.akamarketing.com/>

<http://www.pertinent.com/articles/marketing/index.asp>

<http://www.directsalesmarketingonline.com/free.php>

<http://marketing.about.com/cs/a.htm>

www.universia.pr

IX. BIBLIOGRAPHY (OR REFERENCES)

Books

Appiah, G. (2018) The nature and processes of creativity in small businesses: what may we learn from a small software firm? British Library EThOS.

Burgess, S., Karanasios, S., Sellitto, C (2018) Effective Web Presence Solutions for Small Businesses: Strategies for Successful Implementation.

Consoli, D. (2016). The global market of Small business by e-commerce platform Challenges of the Knowledge Society, Vol 6, Pp 966-974. University Publishing House.

Clow & Baack (2018) Integrated Advertising, Promotion, and Marketing Communication. Pearson Global Edition, 8/E. ISBN-10: 1292222794 | ISBN-13: 9781292222790

Estrada N., María, J., David, J., and Hernández, M. (2017) Marketing Digital, Mobile Marketing, SEO y Analítica Web. Anaya Multimedia, S.A.

Kaufman, M. (2015) Digital marketing guidebook: integrating strategy and tactics with values, a guidebook for executives, managers, and students. Routledge.

Lee, N. & Kotler, P. (2016) Social Marketing: Changing Behaviors for Good. SAGE Publications. Fifth ed. ISBN-13: 978-1452292144

Hurst, H., Pugsley, B., Haltiwanger, J., Looney, A. (2015) What do small businesses do. Brookings papers on economic activity. :73-142; Brookings Institution

Schneider, Gary P. (2015) Electronic commerce, 2015.

Yang, K., (2015). The impact of digital shopping channels on multi-channel marketing and attribution in the changing retail landscape. Emerald.

Magazines

1. Journal of Marketing: harvardbusinessonline.harvard.edu
2. Journal of Marketing: www.wiv.edu
3. Journal of Marketing: www.marketingpower.com
4. Journal of Marketing: gort.ucsd.edu/newjor/j/msg02775.html
4. Journal of Marketing: www.journals.uchicago.edu/JCR/home.html

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