

Colorado Outdoor Recreational Leadership Course Scope and Sequence

Course Name	Marketing a Small Business		Course Details	Level 4 course in the Outdoor Recreational Leadership Pathway.	
			Course = 0.50 Carnegie Unit Credit		
Course Description	This course provides an overview of the marketing functions applied to a small business. Relevant topics include the marketing mix, developing objectives, planning a marketing strategy, identifying target markets, and analyzing competition. This course includes practical application of the principles of small business management				
Note:	This is a suggested scope and sequence for the course content. The content will work with any textbook or instructional resource. If locally adapted, make sure all essential knowledge and skills are covered.				
SCED Identification #		Schedule calculation based on 60% of a semester instructional time. Scope and sequence allows for additional time for guest speakers, student presentations, field trips, remediation, or other content topics.			
All courses taught in an approved CTE program must include Essential Skills embedded into the course content. The Essential Skills Framework for this course can be found at https://www.cde.state.co.us/standardsandinstruction/essentialskills					
Unit Number, Title and Brief Description	CTE or Academic Standard Alignment	Competency / Performance Indicator	Outcome / Measurement	CTSO Integration	
Unit 1: Marketing Overview	Target market and segmentation Competition Market Research Marketing budget	Evaluate marketing overview including products and services, competitive analysis, and target markets			
Unit 2: The Marketing Plan	Business identification Mission statement SWOT analysis (strengths, weaknesses, opportunities, and threats) Marketing mix objective and strategies	Analyze the components of the marketing plan Apply marketing mix 4P's (product, promotion, price, and place) to business concepts. Develop objectives and strategies of a condensed marketing plan.	Product benefits, features, unique selling proposition. Pricing factors, break-even, sensitivity Location evaluation Promotion media methods and execution Start-up action plan		

