

**DEKALB TECHNICAL COLLEGE**  
*Clarkston Campus and Covington Campus*

**SMALL BUSINESS MANAGEMENT  
TECHNICAL CERTIFICATE OF CREDIT**

The Small Business Management certificate program is designed to provide training and practical knowledge of management skills necessary to operate a small business successfully.

<u>Course Number</u>	<u>Course</u>	<u>Class Hours</u>	<u>Lab Hours</u>	<u>Total Hours</u>	<u>Credit Hours</u>	<u>Prerequisite/Corequisite</u>
<b>FIRST QUARTER</b>						
MKT 100	Introduction to Marketing	50	0	50	5	
MKT 103	Business Law	50	0	50	5	
MKT 106	Fundamentals of Selling	<u>50</u>	<u>0</u>	<u>50</u>	<u>5</u>	
	<b>TOTAL</b>	150+	0	150	15	
<b>SECOND QUARTER</b>						
MKT 108	Advertising	30	20	50	4	Program Admission
MKT 123	Small Business Management	50	0	50	5	
MKT XXX	Marketing Electives				<u>8</u>	
	<b>TOTAL</b>	80+	20+	100+	17	

CIP CODE: 52.070301

MAJOR CODE: SB01

REQUIRED CREDIT HOURS: 32

10/07

The curriculum is subject to change to meet changing conditions. As set forth in its catalog, DeKalb Technical College does not discriminate on the basis of race, color, creed, national or ethnic origin, gender, religion, disability, age, veteran status, or citizenship status (except in those special circumstances permitted or mandated by law).

**COURSE DESCRIPTIONS**

**MKT 100 - INTRODUCTION TO MARKETING (5)**

Emphasizes the trends and the dynamic forces that affect the marketing process and the coordination of the marketing functions. Topics include: marketing strategies, marketing mix, marketing trends, and dynamic forces acting on the market.

**MKT 103 - BUSINESS LAW (5)**

Introduces the study of contracts and other business obligations and the legal environment. Topics include: creation and evolution of laws, court decision process, sales contracts, commercial papers, risk-bearing devices, and the Uniform Commercial Code.

**MKT 106 - FUNDAMENTALS OF SELLING (5)**

Emphasizes sales strategy and techniques that will assist the individual in the sales process. Topics include: customer relations, personal preparation, product/service knowledge, selling techniques and procedures, sales presentations, and the ethics of selling.

**MKT 108 - ADVERTISING (4)**

Prerequisite: Program Admission  
Introduces the fundamental principles and practices associated with advertising activities. Topics include: the purposes of advertising and other sales promotional techniques, principles of advertising, budgeting, marketing and advertising plans, regulations and controls of advertising, media evaluation, target marketing, and selection, campaign planning, and trends in advertising.

**MKT 123 - SMALL BUSINESS MANAGEMENT (5)**

Summarizes competencies included in the entrepreneurship specialization and provides opportunities for application and demonstration of skills. Topics include: management principles, marketing functions, financial applications, and trend toward the growing entrepreneurial potential. An open lab accompanies the lecture class for Marketing majors.

**ESTIMATED PROGRAM COSTS  
SMALL BUSINESS MANAGEMENT  
TECHNICAL CERTIFICATE OF CREDIT**

**First Quarter**

Tuition/Fees.....	\$544.00
Books.....	175.00
<b>Total*</b> .....	<b>\$719.00</b>

**Second Quarter**

Tuition/Fees.....	\$544.00
Books.....	175.00
<b>Total*</b> .....	<b>\$719.00</b>

**Total Cost** ..... **\$1,438.00**

Tuition/fees and cost of books/supplies are estimates only and are subject to change without notice. Tuition is based on Georgia residency.

10/07