



NEWTEC



PROGRAM ARTICULATION AGREEMENT

College Program: Management
Career Pathway: Management and Entrepreneurship
Career Cluster: Marketing, Sales and Service

CIP 52.1401

The purpose of this agreement is to grant college credit to high school students who have achieved the level of knowledge and skill required for the college-equivalent entry-level course(s) identified in this agreement. Upon successful completion of the identified course competencies with a grade of 'B' (3.0) or higher and the high school teacher's endorsement that the competency requirements have been met, articulated credit will be granted.

The following Spokane Community College and Spokane Falls Community College course(s) have been approved for Tech Prep articulation with East Valley School District high school course(s) as listed below:

High School / Course Title	College / Course Title	Credits
East Valley HS Advanced DECA-Store Operations (CIP 521400) (one year)	SCC <u>OR</u> SFCC MMGT 211 Marketing	5
Start Your Own Business-Entrepreneurship (CIP 520701) (one year)	SCC: MMGT 205 Small Business Planning	5
	<u>OR</u> SFCC: MMGT 106 How to Start a Small Business	5

**see attached list(s) of competencies for articulated courses*

Student Articulation Procedure:

1. Be enrolled in the required high school class.
2. Register for Tech Prep/Dual Credit articulated course during the same academic year the high school class is completed. If a series of courses are involved in the articulation, students register for credit during the same academic year the last course in the series is completed.
3. Earn a grade of 'B' (3.0) or better in all courses required under the articulation agreement.
4. Complete all required skills as identified on the competency profile.
5. If an exam or review of completed work is required under the terms of this agreement, students must receive a passing score (determined by college or industry certification) to earn college credit (*see competency list for requirements*).
6. Within seven years of completing the articulated class, enroll at SCC or SFCC and submit the SERS Tech Prep Registration Confirmation to the Transcript Office. Articulation requirements will be reviewed and verified by the appropriate office or department. Credit will be awarded to qualifying students.

High School Instructors:

1. Ensure all students receive a copy of the course syllabus outlining information about Tech Prep, the college course competencies and the process required to earn college credit.
2. Hold students accountable for the same competency standard and course expectations as required by the college-equivalent course (*see competency list attached*).
3. If required for articulation, ensure students are prepared to take industry certification exams, complete a professional portfolio documenting their work, or take a final exam to measure their level of skill and competence in the coursework.
4. Submit final grades for all students registered to earn Tech Prep college credit no later than June of the current academic year.
5. Attend scheduled meetings, workshops or in-service activities that enhance the high school/college partnership & support implementation of the Tech Prep articulated program.

Articulation Review and Renewal:

The designated program facilitators, college administrators and/or instructors and high school faculty will meet regularly to revise or discuss the articulation agreement. Agreements must be reviewed/updated and re-signed by college faculty/deans and CTE directors/HS teachers on a schedule, not to exceed a three (3) year rotation, or as deemed necessary due to changes in HS/college course content or structure. Individual teacher verification forms must be signed and submitted annually. Minor revisions can be made via phone calls, correspondence or e-mail.


**PROGRAM ARTICULATION AGREEMENT
Management**

**PARTICIPATING INSTITUTIONS
East Valley School District,
Spokane Community College and Spokane Falls Community College**


We the undersigned representatives of the Northeast Washington Technical Education Consortium (NEWTEC), agree to all provisions of the articulation program/course agreement, have reviewed the course competencies, and understand the process to which students may be granted college credit through the Tech Prep program. We commit staff time and resources to ensure successful program implementation.



John Savage,
East Valley SD CTE Director Date




Todd Slatter,
East Valley HS Teacher Date



Larry Sullivan,
SCC Faculty Date 2/29/14



Jeff Brown,
SCC Program Dean Date 2-29-16



Brent Booth,
SFCC Faculty Date 2/17/16



Lora Senf,
SFCC Program Dean Date 02-18-2016



Kevin Brockbank,
Vice Provost for Strategic Partnerships Date 6/21/16

Original 12/16/08
Revised May 2011: renew and revise to add Entrepreneurship
Renewal Rotation: 02/04/16

How To Start a Small Business

MMGT 106

Course Description: This course introduces students to the concepts of owning and managing their own small business. And, just like starting to build your own house, a good plan is needed before construction begins. This class is a hands-on effort to prepare a complete and professional business plan.

Course Objectives

1. Discuss and describe the new business and industry.
2. Identify target customer by demographic and psychographics
3. Define the competition in terms of size, growth, profitability, innovation, and market leaders
4. Discuss various promotional strategies: media, promotions, public relations, and publicity
5. Discuss the importance of cash flow – positive projections are essential to survival
6. Understand the four C's of credit: character, capacity, capital and collateral
7. Understand the importance of professional legal advice
8. Identify the steps in completing financial projections including balance sheet, income statement, and cash flow statement.

How To Start a Small Business SBM 101

Course Outline

- I. Building The Roadmap
 - A. Today is the day of the entrepreneur.
 - B. What is your current family and financial picture?
 - C. What does it take to be an entrepreneur?
- II. Spotting Trends and Opportunities
 - A. Changing household demographics.
 - B. Boomers
 - C. Life cycle analysis
- III. Industry Research That Leads To GAP Analysis
 - A. Primary and Secondary Research
 - B. Industry Research
 - C. Define The Business
- IV. Profiling The Target Customer
 - A. Demographics
 - B. Psychographics
 - C. Customer Profile
- V. Reading The Competition
 - A. Direct and Indirect Competition
 - B. Competitive Life Cycle
 - C. Competitor Matrix
- VI. Location and Distribution
 - A. 100% location
 - B. Bricks n mortar vs. On line
 - C. Leases and negotiation
- VII. Marketing and Promotion
 - A. Promotional Strategies
 - B. Marketing Mix
 - C. Free Air
- VIII. Financial Projections
 - A. Start-up costs
 - B. The Pro-Forma
 1. RMA information
 2. Balance Sheets
 3. Income Statements
 4. Cash Flow Statements
 - C. Liquidity Ratios and Break Even Analysis

- X. Finding Other People's Money
 - A. The 4-C's of Credit
 - B. Credit reporting agencies
 - C. Sources of financing
 - 1. Owner financed
 - 2. Family and friends
 - 3. Banks
 - 4. SBA programs
 - 5. Vendor financing
 - 6. Angels
 - 7. Venture capitalists
- XI. Legal Forms for the Business
 - A. You need an attorney
 - B. What legal form should the business take?
 - 1. Sole proprietor
 - 2. Partnership
 - 3. Corporation
 - C. Trademarks, Copyrights, and Patents
- XII. Building a Team
 - A. Interviewing and HR information
 - B. Labor laws
- XIII. Protecting The Business
 - A. Insurance
 - B. Taxes
 - C. Ethical behavior
- XIV. Buying a Business – Investing in a Franchise
 - A. How to buy an existing business
 - B. Due diligence
 - C. What you should get in a franchise
 - D. What the franchisor gets
- XV. Write the Business Plan
 - A. ~50 pages, spiral bound
 - B. Written section
 - C. Financial section
 - D. Appendix

Print Date: 8/7/14

Course Objectives/Course Outline
Spokane Community College

Course Title: Small Business Planning

Prefix and Course Number: MGMT 205

Course Learning Outcomes:

By the end of this course, a student should be able to:

- identify skills involved in planning for a small business

Course Outline:

- I. Principles of small business
 - A. Business Description
 - B. Characteristics of the Entrepreneur
 - C. Business Planner
 - D. Ownership
 - E. Analysis of the Industry
 - F. Target Customers
 - G. Location
 - H. Start-up costs
 - I. Financial Projections
 - J. Licenses
 - K. Design

MMGT 211 Marketing

COURSE LEARNING OUTCOMES (CLOs)

1. Define marketing and marketing management philosophies.
2. Observe, evaluate, discuss issues, and formulate questions involving ethical issues and corporate social responsibility.
3. Identify factors affecting the marketing environment.
4. Understand market segmentation and targeting different markets.
5. Describe marketing research process and product concepts.
6. Develop and manage products using proper marketing mix – product, place, promotion, and pricing.

Course Outline

This course will present students with an introduction to the field of marketing, the distribution of goods and services from producer to consumer, and the place of marketing in our economy.

I. An Overview of Marketing

- A. What is Marketing?
- B. Marketing Management Philosophies
- C. Differences between Sales and Market Orientations
- D. Why Study Marketing?

II. Strategic Planning for Competitive Advantage

- A. The Nature of Strategic Planning
- B. The Marketing Planning Process
- C. Describing the Target Market
- D. The Marketing Mix

III. Ethics and Social Responsibility

- A. Ethical Behavior in Business
- B. Corporate Social Responsibility
- C. Cause-Related Marketing

IV. The Marketing Environment

- A. The External Marketing Environment
- B. Social Factors
- C. Demographic Factors
- D. Economic Factors
- E. Technological Factors
- F. Political and Legal Factors
- G. Competitive Factors

V. Segmenting and Targeting Markets

- A. Consumer Markets
 - 1. Geographic Segmentation
 - 2. Demographic Segmentation
 - 3. Psychographic Segmentation
 - 4. Benefit Segmentation
 - 5. Usage-Rate Segmentation
- B. Strategies for Selecting Target Marketing
- C. CRM as a Targeting Tool

VI. Marketing Research

- A. The Role of Marketing Research
- B. Steps in Marketing Research Project
- C. Primary Data
- D. Secondary Data

VII. Product Concepts

- A. Types of Consumer Product
- B. Product Items, Lines, and Mixes
- C. Branding
- D. Packaging
- E. Global Issues in Branding and Packaging
- F. Product Warranties

VIII. Developing and Managing Products

- A. The New-Product Development Process
- B. Global Issues in New-Product Development
- C. Product Life Cycles
 - 1. Introductory Stage
 - 2. Growth Stage
 - 3. Maturity Stage
 - 4. Decline Stage
 - 5. Implications for Marketing Management

IX. Supply Chain Management

- A. Supply Chain Integration
- B. The Key Processes of Supply Chain Management
- C. Impact of Logistics Functions

D. Trends in Supply Chain Management

X. Marketing Channels and Retailing

- A. Marketing Channels
- B. The Role of Retailing
- C. Retail Marketing Strategy

XI. Marketing Communication Strategies

- A. The Role of Promotion in the Marketing Mix
- B. Marketing Communication
- C. The Goal of Promotion
 - 1. Informing
 - 2. Persuading
 - 3. Reminding
 - 4. Connecting
- D. The Promotional Mix
 - 1. Advertising
 - 2. Public Relations
 - 3. Sales Promotion
 - 4. Personal Selling
 - 5. Social Media
 - 6. The Communication Process and the Promotional Mix

XII. Pricing

- A. Pricing Objectives
- B. The Demand Determinant of Price
- C. The Cost Determinant of Price
- D. The Legality of Pricing Strategy
- E. Product Line Pricing