



What Is a Marketing Plan and Why Your Business Needs One

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Developing a thorough marketing plan for a small business startup or expansion is vital to the success of any business. Once complete, a marketing plan becomes a work in progress and can help give your business a significant competitive edge. The purpose of this class is to provide the tools necessary for any small business to compete successfully in today's challenging business environment. This course will teach you how to look at the economic, sociological and financial factors which influence the consumer decision-making process and how to forecast industry trends to meet consumer demands.

Course Objectives:

Upon completion of this course, the participant should be able to:

1. Demonstrate an understanding of the purpose, guidelines and components of a marketing plan
2. Explain the marketing plan process and its importance
3. Successfully prepare and utilize a marketing plan
4. Understand marketing principles and techniques
5. Relate all of the major elements of a marketing plan to his/her present or contemplated business
6. Access local and internet sources of help and guidance for Small Business Start Ups (*including the City of Austin Small Business Program - Business Solution Center*)

Required Participant Materials:

- 3 Ring Loose Leaf Binder (1½ inch) with Clear Plastic Cover Insert

Prior to Class:

Email Instructor a short bio of work experience, education, area of interest for starting or operating a small business (if known) and projected time frame.