



Course Description

EEC1542 | Marketing for Childcare Center Owners | 3.00 credits

This course is one of three courses designed by the School of Education in partnership with the School of Business that provides Childcare Center Owners the opportunity to gain skills in small business management from both business and education perspectives. The student will develop an understanding of marketing involving the ownership of a childcare center. The student will learn and apply skills in the following areas: marketing concept, target marketing, marketing strategies, branding, and developing a marketing plan. (5 hours of field experience shadowing a childcare center director)

Course Competencies

Competency 1: The student will demonstrate knowledge of the marketing concept for childcare centers by:

1. Defining marketing and applying the marketing concept to childcare centers
2. Applying the 4 Ps of marketing in a childcare center environment
3. Examining the purpose of marketing research and identifying the steps in the marketing research process
4. Performing a market analysis using marketing research

Competency 2: The student will demonstrate how target markets are selected for childcare centers by:

1. Defining target marketing and recognizing its significance in childcare center ownership
2. Identifying your target market and competition
3. Explaining market segmentation and how it is used in target marketing
4. Recognizing the specific needs of diverse cultures within your target market

Competency 3: The student will identify marketing strategies for childcare centers by:

1. Analyzing marketing opportunities to help identify new strategies
2. Comparing and contrasting strategies to reach target markets for childcare centers
3. Reviewing the strategic value of brand equity and how owners develop strong brand identities
4. Analyzing the importance of obtaining accreditation to build brand value
5. Identifying accrediting organizations at a local and national level

Competency 4: The student will develop a marketing plan for childcare centers by:

1. Recognizing the importance of designing a marketing plan unique for childcare centers
2. Explaining the purpose of a marketing plan and identifying its main components
3. Examining ethical and legal issues related to marketing
4. Creating a personalized marketing plan unique to their childcare center

Learning Outcomes

- Communicate effectively using listening, speaking, reading, and writing skills
- Solve problems using critical and creative thinking and scientific reasoning
- Formulate strategies to locate, evaluate, and apply information