

**J. Sargeant Reynolds Community College
Course Content Summary**

Course Prefix and Number: EQU 127

Credits: 2

Course Title: Horse Business Management and Marketing

Course Description (including lecture hours, lab hours, total contacts)

Introduces the concepts of horse-related small business management and marketing appropriate to horses as a profit making business. Lecture 2 hours per week.

Course Prerequisites/Corequisites (*Entry-level competencies **required** for enrollment*)

None

Course Objectives (Each item should complete the following sentence.)

Upon completing the course, the student will be able to:

- a. Develop a philosophy concerning the content areas
- b. Develop a marketing approach
- c. Develop a working knowledge of the content areas

Major Topics to be Included

- a. Planning your own equine business
- b. Organizing an equine business
- c. Controlling an equine business
- d. Marketing of an equine business

Effective Date of Course Content Summary (Month, Date Year): 2/12/09