

WILLIAM PATERSON UNIVERSITY
CHRISTOS M. COTSAKOS COLLEGE OF BUSINESS
COURSE SYLLABUS

Course Number & Title:	ENT 7300-80 – Marketing for Entrepreneurs
Semester:	Winter 2019
Professor:	Dr. Andrey Kretinin
Office:	V3070
E-mail:	kretinina@wpunj.edu (please do <u>not</u> use Blackboard email)
Office hours:	By appointment

COURSE DESCRIPTION

This course teaches students the basic marketing concepts and functions applied to entrepreneurial situations. As such, this is a class designed to provide insights into the basic principles of marketing management with a strong emphasis on applications. In particular, it focuses on the strategies and tools an entrepreneur can use to successfully design, launch, and sustain a new venture by meeting customers' needs.

We will first discuss the role of marketing and the business environment in which entrepreneurs identify business opportunities. We will then concentrate on marketing strategy, including segmentation, targeting, and positioning. A substantial amount of time will then be devoted to the execution of marketing strategies using specific marketing mix decisions. The above will be put to practice with the development and execution of a marketing plan.

STUDENT LEARNING OBJECTIVES/OUTCOMES

1. Understand the full scope of marketing decisions applicable to the entrepreneurial venture
2. Make effective marketing decisions under budget constraints
3. Apply entrepreneurial thinking to market segmentation and targeting decisions
4. Understand the process of developing a marketing strategy for an entrepreneurial business venture
5. Select marketing communication tools that are appropriate for the target market and the type of product and service
6. Identify and design creative approaches to marketing under conditions of severe resource limitations.

WHAT WILL YOU GAIN FROM THIS COURSE?

The class will help you increase your marketing knowledge to make more informed decisions as an aspiring entrepreneur, develop useful problem-solving skills, and understand the role that marketing plays in designing, launching and sustaining a new venture. The following are some of the **competencies** you will gain from this class and **how they will help** in your career.

Knowledge

- Understand the necessary theoretical frameworks (e.g. STP) and systematic activities necessary to successfully design, launch and sustain a venture.
- Develop an understanding of the marketing mix and how design it for a new venture.
- Understand the consequences of marketing activities for the venture's stakeholders.

Skills

- Improve your ability to better understand consumers and thus make better business decisions.
- Gain skill in relating how various areas of the organization interact, which will help you to better design the venture.
- Develop an inquisitive attitude towards business, to spot business problems and opportunities faster and thus increase your entrepreneurial ability.
- Increase your public speaking skills, which will give you an edge over competing entrepreneurs.
- Increase your knowledge and skill in using software packages like Microsoft Excel, which will help you work more efficiently and investigate datasets with ease and at a very low cost.
- Develop the habit of keeping up with current business and world events.

WHAT SHOULD YOU EXPECT FROM THIS CLASS?

This is a class for training you as a business professional. Accordingly, the professor expects the highest level of performance and responsibility from all students. You should expect every question, assignment, quiz and exam to be challenging. Most class tasks will not focus on memorization, but rather on honing your business knowledge and skills.

CLASS MATERIAL

- Crane, Frederick G. 2013. *Marketing for Entrepreneurs, 2nd Edition*. Sage Publications, Inc. ISBN: 978-1-4522-3004-7. (required)
- Two cases purchased from Harvard Business School will be required. The link will be provided during the first week of class
- Additional readings and materials will be posted online on Blackboard in the corresponding week folder.

COURSE FORMAT

This course will be delivered on-line via Blackboard. On Blackboard, you will find folders corresponding to each week of this course. In general, each folder will contain the week's plan, additional readings (if any), and a web exercise. I will post the folder for the week on Monday morning so you will have a full week (Monday through Sunday) to work on the assigned content. After reading the book chapters, you will continue your learning through completion of web exercises. **Reading your text will be critical** as this course does not involve

lectures or oral explanations. I suggest you read the book chapters in advance so you can start completing assignments and quizzes as soon as they are posted. Please refer to the course schedule below for assigned readings.

The course is designed so that you can access exercises at a time that is convenient for you. However, all assignments must be submitted by the specific deadline indicated below. You will not be able to submit any assignments pass the deadline as they will be locked promptly right after the deadline.

COURSE COMMUNICATION

CLASS ANNOUNCEMENTS AND GENERAL QUESTIONS

The primary mode of communication for this course will be the *Class Discussion Board* on Blackboard. I will post important announcements and answer questions through this board. You are strongly encouraged to ask questions about concepts, theories, assessments, and the course in general. Many of your questions about the course will be of interest to others. By using the discussion board, everyone can benefit from answers to your questions. You may even find that a question you have – and the answer – is already posted on the board so you will have an immediate answer. I will respond to questions posted on the board within 24 hours. Please **check the Class Discussion Board regularly** for important information about this course.

EMAIL COMMUNICATION

If you have a question or situation that requires a private discussion, please email me through the **regular email system**. Using regular email instead of Blackboard email, ensures that you get a reply within 24 hours. To make sure your message and my reply are not going to spam or getting ‘lost’ in the clutter, please put ENT7300 in the topic of your email. If you email with a question that is not private, I will ask you to use the Class Discussion Board to ask your question. Please use the discussion board whenever appropriate to prevent a delayed response. Private matters that should be handled through email include grade clarification, and the like. Examples of non-private questions that should be asked through the discussion board include concept clarification (e.g. could you please clarify the concept of critical path?), technical difficulties (e.g. I’m having trouble accessing the article for the assignment...), and other related issues.

EMAIL ETIQUETTE

As future business professionals, you should be aware of the importance of professional email communication. As such, all the emails you send me during the course should meet the basic email etiquette requirements. That is, your **emails should include** an appropriate subject line, a greeting, a closing line, and your full name. If you send me an email that does not meet these requirements, I will have to ask you to re-send it in the proper format. Again, please ensure your emails meet the requirements to avoid delayed responses.

ONLINE ETIQUETTE / NETIQUETTE

Taking an online course and corresponding via the World Wide Web presents communicators with the task of overcoming the lack of nonverbals in communication. When taking a course online, it is important to remember several points of etiquette that will smooth communication between the students and their instructors.

1. Avoid language that may come across as strong or offensive. Language can be easily misinterpreted in written communication. If a point must be stressed, review the statement to make sure that an outsider reading it would not be offended; then post the statement. Humor and sarcasm may easily be misinterpreted as well, so try to be as matter-of-fact and professional as possible.
2. An online classroom is still a classroom. Though the courses may be online, appropriate classroom behavior is still mandatory. Respect for fellow classmates and the instructor is as important as ever.
3. Though still a fairly young type of communication, certain aspects of communication on the internet are becoming conventional. For example, do not write using all capital letters, because it will appear as SHOUTING. Also, the use of emoticons can be helpful when used to convey nonverbal feelings—example :-) or :-(, but avoid overusing them.
4. Consider the privacy of others. Ask permission prior to giving out a classmate's email address or other information.
5. No inappropriate material. Do not forward virus warnings, chain letters, jokes, etc. to classmates or instructors. The sharing of pornographic material is forbidden.

ASSIGNMENT SUBMISSIONS

Assignments should be submitted through Blackboard. Submissions by email will generally NOT be accepted. However, should there be a circumstance where you need to submit an assignment via email (e.g. the system is down), ALL emails of class files that are sent to me NEED to be SAVED. This will help you in the rare case that an email is lost, as the date on the original sent email can be referred to. There will be absolutely no exceptions in the case of emails lost if you cannot produce the original sent email. But please make a rule of submitting assignments through Blackboard.

COURSE REQUIREMENTS

Web Exercises (*15 points each*)

Web exercises are designed to assess your understanding of concepts and theories, and your ability to include the material learned into a coherent analysis of several operations situations. Web exercises will generally ask you to formulate the problem, provide a solution to the problem, and interpret the results (e.g. make suggestions to the business/manager). Your answers should reflect your understanding of the assigned readings for the current week; make sure to mention and explain relevant concepts learned for a **complete answer**. You will find the requirements for each Web Exercise inside the corresponding week's folder.

There will be a submission area for each Web Exercise in the respective Week's folder. However, I strongly encourage you to type and save your answers on a Word document first, and then copying and pasting your answers into the submission area. This will avoid that technical difficulties prevent you from submitting your assignment (e.g. the system timing out while you are thinking about your answer). After submitting your answers, please ensure that they were submitted successfully by reviewing your submission status in the respective area.

Practice Quiz (15 points)

In order to familiarize yourself with assignment submission system and ensure the reading of the syllabus, each student should complete the practice quiz during the first week. Practice quiz contains several questions about the syllabus and class structure. Practice quiz is not timed.

Cases (20 points each)

Case studies are designed to assess your understanding of the material covered in class. You will be provided with the case and specific questions that you will need to answer. The case will present a real-life problem with entrepreneurial venture and ask you to provide a detailed solution with reasoning. Make sure to mention and explain relevant concepts learned for a **complete answer**

Grades will be determined based on the following tables:

Practice Quiz	15 points	15%
Web Exercises (x3)	45 points	45%
Cases (x2)	40 points	40%
Total	100 points	

Grade	Percentage	Points
A	93-100%	93 – 100
A-	90-92%	90 – 92
B+	87-89%	87 – 89
B	83-86%	83 – 86
B-	80-82%	80 – 82
C+	77-79%	77 – 79
C	73-76%	73 – 76
C-	70-72%	70 – 72
D+	67-69%	67 – 69
D	60-66%	60 – 66
F	<60%	< 60

Class Schedule *

Date	Topics	Readings	Assignments **
Week 1 12/26 – 12/31	What is Entrepreneurial marketing? Entrepreneurial Opportunities Marketing research and segmentation	Chapters 1, 2, 3, 4, and 5	<ul style="list-style-type: none">• Practice Quiz• Web exercise 1
Week 2 1/1 – 1/7	New product development Entrepreneurial branding and pricing	Chapters 6, 7, and 8	<ul style="list-style-type: none">• Web exercise 2• Case #1
Week 3 1/8 – 1/14	New product development, pricing, and channel development	Chapter 10, 11	<ul style="list-style-type: none">• Web exercise 3• Case #2

* The schedule is tentative and may be modified as the class progresses. The instructor will inform students of any changes; however, it is the student's responsibility to keep up with any modifications made.

** All assignments and submissions are due Sunday, 11:59PM

THE FOLLOWING POLICIES APPLY TO ALL STUDENTS IN THIS COURSE

- A. Prerequisite:** Students attending the course who do not have the proper prerequisite risk being deregistered from the class.
- B. Enrollment:** Students have responsibility to ensure they are properly enrolled in classes. You are advised to review your official class schedule once semester starts to ensure you are properly enrolled in this class and section.
- C. Student Concerns:** Feel free to email the instructor should you have any concerns, comments or issues related to coursework. The Professor is quite understanding and appreciative of problems.
- D. Academic Honesty:** Any student who cheats automatically fails the course. Cheating means to misrepresent the source, nature, or other conditions of your academic work (e.g., tests, papers, projects, assignments) so as to get undeserved credit. The use of the intellectual property of others without giving them appropriate credit is a serious academic offense. Proper citations are always required. It is the University's policy that cheating or plagiarism result in receiving a failing grade (0 points) for the work or course. Repeat offenses may result in dismissal from the University.
- E. Students with disabilities:** Students with disabilities should feel free to contact the instructor in the beginning of the semester for any special accommodations. Such students should also meet with the officials in Academic Advising Center.