

Standard Course Outline
MKTG 350
Introduction to Entrepreneurial Marketing

1. General Information:

Units: 3 credits

Prerequisites: None

Course Coordinator: Dr. Sam Min

Prepared by: Dr. Sam Min

2. Catalog Description:

Marketing in an entrepreneurial context. Topics include venture opportunities, marketing strategies and marketing mix for a venture, new product/service development, marketing research for new business opportunities, business model creation and innovation, sales forecast and performance evaluation of a venture. Letter grade only (A-F).

3. Curriculum Justification:

This course is an introductory marketing course, which provides key marketing skills for those who prepare for an entrepreneurial business. This course is open to all majors across university. The emphasis is not only marketing strategy (S-T-P) and marketing mix for a start-up business but also business model creation.

4. Course Objectives:

- *Learning goals – Critical Thinking:* Students will demonstrate their understanding of marketing strategy in an entrepreneurial context. Students will also demonstrate that they can design marketing plan for a new business idea.
- *Learning goals – Quantitative Method:* Students will demonstrate that they are able to forecast sales and find out break-even period.
- *Learning goals – Business Communication:* Students will demonstrate that they are able to communicate their business ideas in a team/individual written project and that they can present those ideas orally.

5. Outline of Subject Matter:

This is a listing of the subject matter that must be covered in this course. It does not preclude other topics that are part of the entrepreneurial marketing and business model creation or the depth of some topics. The idea is that the list is flexible enough to allow individual instructors to emphasize not just our core subjects but also to put some focus on particular areas of interest to the instructor. The order of the topics listed below may be adjusted and some topics listed may be discussed together. Additional topics can be added into the course based on the instructor's personal preferences in teaching this course.

Topics

1. Introduction to marketing in an entrepreneurial Context
2. Marketing environment of a venture
3. Marketing strategies for a venture – segmentation, targeting, and positioning
4. Overview of new product/service development process
5. Customer value creation
6. Using marketing research to ensure entrepreneurial success
7. Building the entrepreneurial brand
8. Entrepreneurial pricing
9. Promoting entrepreneurial brand
10. Defining the business model for a venture
11. Sales forecast
12. Performance evaluation of a venture

6. Methods of Instructions:

Lectures

Assignments and in-class activities

Guest speakers (entrepreneurs and venture capital investors)

Project(s) with relevant topics of the course are highly recommended

Examinations that use multiple-choice questions, short answers, and/or essays.

There is no standardized text for all sections of MKTG 350. An exemplary textbook is:

Marketing for Entrepreneurs: Concepts and Applications for New Ventures, Frederick G. Crane, Sage, Latest edition.

7. Instructional Policies:

- Grading Policy:

- Final course grades shall be based on at least three (3), and preferably four (4) or more, demonstrations of competence by the student. In no case shall the grade on any single demonstration of competence count for more than one-third (33%) of the final course grade. See academic senate policy:

(http://www.csulb.edu/divisions/aa/grad_undergrad/senate/documents/policy/2005/07/)

- Policy on Classroom Behavior:

- All cell phones & other electronic devices (e.g. pagers, iPods, PDAs) must be put on vibrate or turned off and not on your desk during class.
- Students must follow the instructor's rules about using laptop and tablet computers for note taking.
- Students are responsible for what transpired if they miss a class. It is the student's responsibility to contact the instructor or a classmate to determine what was missed. See "Policy on Make-up Exam and Assignments" below.
- Talking and other disruptive behavior are not permitted while classes are in session.
- Students are expected and must do ORIGINAL work for all assignments, including exams. See "Academic Integrity" policy below.
- See also Department of Marketing Classroom and Online Conduct Policies: <http://www.csulb.edu/colleges/cba/marketing/classroom/> .
- Students with disabilities are responsible for notifying their instructor as early as possible of their needs for an accommodation of a verified disability. A student with a disability is urged to consult with Disabled Student Services as soon as possible in order to identify possible accommodations to enhance academic success.

- Policy on Make-up Exams and Assignments:

- The instructor develops his or her own policy.

- Policies on Withdrawal, Late Withdrawals, and Incompletes:

- The University policy on dropping and withdrawal from classes is set forth in the schedule of classes. Students are obligated to officially withdraw from their courses even though they may not have attended. Withdrawals require the signature of the instructor, the chairperson, and the Dean of the CBA.

- Academic Integrity:

- Students are expected to do original work for all assignments, including exams.
- Students are responsible for their own conduct and all cases of dishonesty (e.g., plagiarism, cheating) will be reported to the proper university officials.
- Students are expected to adhere to CBA (<http://www.csulb.edu/colleges/cba/dean/academic-integrity/>) and University policies regarding Academic Integrity (http://www.csulb.edu/divisions/aa/grad_undergrad/senate/documents/policy/2008/02/).

- Campus Computer/Network Usage:
 - Careful and ethical use of computing resources is the responsibility of every user. As a user of these resources, you agree to be subject to the guidelines of the “Policy Governing Access to and Use of CSULB Computing Resources”. These guidelines apply to all computing resources provided by the University; some guidelines are more directly related to time-sharing systems, some to microcomputers and local area networks, and some to all systems.

- Disabilities:
 - Disabled Students Services (DSS) is a student support service within the Student Services Division. Students that require special exam proctoring environments must contact DSS to make arrangements the first week of class (or earlier).