

MGMT: Entrepreneurial Marketing

TTh 1 – 2:15 (Fall 2013)

Instructor: Jared DuPree, PhD, MBA
Email: jdupree@dixie.edu
Department Phone:

Office Hours: By Appointment
Office:

Course Description

This course is different. You will learn through doing. You will learn to develop a marketing approach for either your own product or the product of a business of your choosing within the community. This is real world. You will rely on business concepts, methods, tools and your own innovative abilities to make decisions. Similar to a web-enhanced course, this is a project-enhanced course; half of the work is outside of the classroom working on a business. This is fast-paced, fun and will give you invaluable experience. You won't learn everything about entrepreneurial marketing – you will get a good taste.

Credits: 3.0

Prerequisites: Excitement about a product or service; if you aren't excited, this isn't the class for you. Wait for that excitement and then take the class. Open to all majors, no pre-requisite courses.

Learning Outcomes (LO)

This course is intended to address the following Bachelor of Business program learning outcomes on the introductory and developmental levels:

1. Students will demonstrate a working level knowledge of the core functional areas of business:
 - A. Students will demonstrate a working level knowledge of core business functions of statistics.
 - B. Students will analyze a complex business situation, identify relevant functional statistical issues and suggest viable courses of action
2. Students will process a complex business situation and develop sound alternatives for action utilizing qualitative and quantitative analysis
3. Students will possess the interpersonal and communication skills necessary to succeed in business:
 - A. Students will deliver professional quality oral presentations
 - B. Student will prepare professional quality written presentations
 - C. Students will identify the essential elements of successful teamwork and will reflect upon their competency and experiences in applying them

Course Objectives:

1. Analyze industry and business-specific factors that impact marketing approaches (LO1B).
2. Apply marketing frameworks and methodologies to business marketing problems and opportunities (LO1B).
3. Illustrate the use of business frameworks and analysis through written, verbal and visual presentations. (LO1B, LO3A, B).
4. Apply financial analysis and decision-making methods to marketing budget plans and strategies (LO2).

5. Develop professional and effective relationships with business professionals and students (LO3C).

Course Textbook: None required. Will use supplemental materials.

Classroom expectations and style

You are paying for this course, don't make it a waste of your time. Not worth it. If you are not prepared to present work to class, there is no reason to come. I grade work based on sincere effort and analysis of business situations. If you come to class unprepared, you will receive a grade of "0" that day and won't need to stay. Those that are ready to "talk shop" and "getter done" are happy to stay and use the time to pick my brain and others to work on your business. This is Shark Tank meets the Apprentice meets Dragon's Den. If you need a lot of structure, be told what the answers are and are uncomfortable with the unknown, this is not the class for you. Students that are pro-active, think outside of the box, and are open to feedback do great in this class. If you need to drop, no big deal. This isn't for everyone.

Disability Resource Services Statement

Students with medical, psychological, learning or other disabilities desiring reasonable academic adjustment, accommodations, or auxiliary aids to be successful in this class will need to contact the DISABILITY RESOURCE CENTER Coordinator (Baako Wahabu) for eligibility determination. Proper documentation of impairment is required in order to receive services or accommodations. DRC is located in the North Plaza Building. Visit or call 652-7516 to schedule appointment to discuss the process. DRC Coordinator determines eligibility for and authorizes the provision of services.

College Resources

Several college resources are available to help you succeed. Check out the links for each one to get more information.

If you need help understanding the content of your courses, go to the Tutoring Center located on the 4th floor of the Holland Centennial Commons in Room 431. You can visit them online at <http://dsc.dixie.edu/tutoring/>

If you need help writing papers, go to the Writing Center on the fourth floor of the Holland Centennial Commons in room 421. You can also visit them online at http://new.dixie.edu/english/dsc_writing_center.php

If you need to use a computer to do schoolwork on campus, go to the Smith Computer Center or in the Dixie College library on the second, mezzanine, or third floors of the HCC.

If you are assigned to take a test in the Testing Center, go to the North Plaza. You can get information on their website at <http://new.dixie.edu/testing/>

The Library has all kinds of information and resources. Visit the Dixie State College Library on the 2nd, and 3rd floors of the Holland Centennial Commons, or go to the library website at <http://library.dixie.edu/>

Academic integrity

I have to put this section in because of University requirements; in reality, it is almost impossible to cheat in this course unless you lie about a group member doing work he or she really isn't doing. Most groups have enough people in it to control for that. To be honest, I don't worry about this. If for some reason I happen to find out someone is being dishonest, just like how I handle it in business, we will part ways, no questions asked. In other words, you will be dropped from the course.

Attendance policy

Hello! You have to come to class to make this work. If you don't come you get a "0". I don't ever take it personally, you just can't participate in our work, so, you won't get credit for it. **Students are expected to be prepared and on time each class day.** Attendance will be taken daily.

You are allowed **two (2)** absences with no penalty. However, use them wisely as I will not distinguish between *excused* and *unexcused*. If you miss more than **two (4)** times (**excused or unexcused**) during the semester, your final grade for the course will be lowered step for your final report (e.g., earned B becomes a B-). Each subsequent absence reducing the grade by a step. If you miss **five (5)** or more times you should drop the course or you will earn a failing grade. Be prepared to keep up with your own absences as they are calculated by the instructor at the end of the term.

Absences	Penalty
0-2	No penalty
3	Final grade reduced by one letter grade (B becomes B-)
4	Final grade reduced by two letter grades (B becomes C+)
5	Considered excessive and the student will be asked to withdraw or the student fails the class.

Punctual attendance is expected. Repeated tardiness or leaving early **will** negatively impact your final course grade. I make all class-related announcements at the beginning of class, so your tardiness may mean missing something of vital importance.

Electronic Devices

TURN THEM OFF!!! I forget sometimes to do this myself. The use of electronic devices (i.e., cell phones, pagers, iPods, etc.) in class disrupts our work. All such items are to be turned off (not to vibrate) during class. Laptops are permissible if used for work. However, students surfing the Internet, playing games, etc. will be asked to leave – if you aren't part of the group, no need to be here.

Course Requirements

Course Requirements	Points
1. Class Engagement	
a. Participation (10 weeks @ 10 points each)	100
2. Entrepreneurial Project	
a. Product/Service Proposal w/ Value Propositions Project Portfolio	50

a. Target Markets	75
b. Price & Budget Analysis	75
c. Brand Identity	75
d. Marketing Mix	75
e. Internet Media Plan	75
f. Final Marketing Presentation	125
Total Points	650

Note: Project Descriptions will be provided in class along with grading rubrics for each project.

Final Products/Deliverables

Marketing Portfolio – written report (simple, visual, data driven, reference driven)

Marketing Presentation – power point or video

You will be building your final products along the way. **I don't accept late assignments.**

Grades will be distributed in the following manner:

A + (628-650); A (602-627); A- (583-601); B+ (556-582); B (536-555); B- (518-535)

C+ (491-517); C (479-490); C- (452-478); D+ (426-451); D (407-425); D- (388-406)

F (Below 387)

****PLEASE NOTE: The grade distribution above has already taken into account rounding up (i.e., a "B-" is calculated to be anything from 79.5%-82.4%. Because of this, I will not entertain any requests or questions about rounding up at the end of the semester.**

Late Work: I do NOT accept late work, except in rare emergency situations (accident, funeral, hospitalization, etc.). Even in these rare cases, you will need to produce documentation proving the emergency occurred (i.e., hospital release papers, insurance receipts) before I will accept the late work.

Out of Class Group Work

It is important to learn how to work as a team; this will be a shadow of future experiences you have in the workplace or other settings. If a group member is not pulling their weight, you need to address it as a group. Part of each person's grade will be based on group participation as rated by your group members. You should not join a group if you are not excited about the project; you can form your own group about something that excites you.

Out of Class Interaction with Businesses

You need to be professional and courteous with all interactions with any businesses. Each group should elect one member of their team as the single contact person between the business and the group. This helps out the business and the team in terms of email management, time management, etc. All communications (email, phone, etc.) needs to be professional.

Presentation Etiquette

You need to dress to the same level or higher of your assigned workplace. When you present, you need to remember that this will be a visual and discussion based presentation – not a school assignment. It is a waste of their time and yours to talk over slides full of bullet points. This is visual, creative, simple, to-the-point, and interactive. You will only have about 30 minutes or less and you will be surprised at how

quickly this will go. I recommend 5 to 7 slides with pictures and only a few words. You can present the business and myself with a more extensive plan in written form.

Applied Learning Approach:

Step 1: Learn a Business Tool, Concept and/or Method (e.g., Target Markets).

Step 2: Apply that tool with your own business concept or an identified business.

Step 3: Return and report your results of analysis; use data to help you solidify any decisions your team needs to make.

Step 4: Prepare a simple, visual and creative representation of your decision in order to help one understand how you reached your conclusions (e.g., power point, diagram, chart, graph, etc.).

LearnAnalyze in Real World....Gather Data...Use Data to Make Decision(s)....Apply in Real World

Tentative Course Schedule

Course Day Definitions:

Discuss Day: discuss concepts, tools, methods and plan on how to apply to own business concept or identified business

Work Day: work within your group (if applicable) on your business away from class; if working with a company, preferable to schedule a meeting to meet with business team members.

Report/Solidify Day: report findings of meeting with group/business based on analysis and make final decisions on scheduled concept/method/tool.

Present Day: prepare a visual representation of the data you gathered and the decision you arrived to based on that data; either present to the business preliminary findings or save for final presentation.

August

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| 20 | Course introduction |
| 22 | Project Assignments |
| 27 | Project Overview (Innovation Cycle, Product Life Cycle, Markets) |
| 29 | Meet with Group and/or Business Work Day |

September

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| 3 | Group/Business Report (1 st Meeting)
Discuss Value Propositions |
| 5 | Group/Business Value Proposition Analysis Work Day |

- 10 Group/Business Report (Value Propositions)
Solidify Value Propositions
- 12 Group/Business (Present Value Propositions)
- 17 Target Markets Discussion
- 19 Group/Business Target Markets Work Day
- 24 Group/Business Report (Target Markets)
Solidify Target Markets
- 26 Group/Business (Present Target Markets)

October

- 1 Budget/Price Analysis Discussion
- 3 Group/Business Price Analysis Work Day
- 8 Group/Business Report (Price Analysis)
Solidify Price/Budget Analysis
- 10 Group/Business (Present Price Analysis)
- 15 Discuss Brand Identity
- 17 Group/Business Brand Identity Work Day
- 22 Group/Business Report (Brand Identity)
Solidify Brand Identity
- 24 Group/Business (Present Brand Identity)
- 31 Discuss Marketing Mix

November

- 5 Group/Business Marketing Mix Work Day
- 7 Group/Business Report (Marketing Mix)
Solidify Marketing Mix
- 12 Group/Business (Present Marketing Mix)
- 14 Discuss Internet Media Mix
- 19 Group/Business Internet Media Work Day

- 21 Group/Business Report (Internet Media)
Solidify Internet Media Plan
- 26 Final Presentations
- 28 **Thanksgiving – No Class**
- 3 Final Presentations
- 5 Feedback on Final Presentations by Appointment (if needed)