Course Outline for Entrepreneurship 20

MARKETING FOR ENTREPRENEURS

Catalog Description:

ENTR 20 - Marketing for Entrepreneurs 3.00 units
Marketing strategy and techniques for start-up and small businesses. Focus on low-cost, flexible, innovative marketing tools including social media and Internet marketing.

Requisites: none

Grading Option: Optional

Discipline:

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<tr>
<th>Units</th>
<th>Contact Hours</th>
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<td></td>
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<tr>
<td>Lecture</td>
<td>3.00</td>
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<tr>
<td>Laboratory</td>
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<tr>
<td>Clinical</td>
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<td><strong>Total</strong></td>
<td><strong>3.00</strong></td>
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Prerequisite Skills:

None

Measurable Objectives:

Upon completion of this course, the student should be able to:
1. describe the role of marketing at each stage of the development of a new business;
2. identify key differences between large enterprise and entrepreneurial marketing;
3. analyze marketing techniques of successful entrepreneurs;
4. conduct a competitive analysis;
5. develop a basic business website, blog, Facebook fan page, Twitter page and YouTube channel;
6. demonstrate entrepreneurial thinking in the development of product, price, place, and promotion strategies;
7. design creative approaches to promotion with limited funds;
8. develop a basic marketing plan to launch a new business;
9. write a business plan executive summary.

Course Content:

1. Key roles of marketing in the development of a new business
2. The psychology of an audience
3. Major differences between large business marketing and "guerilla marketing"
4. Case studies of successful entrepreneurial marketing
5. Competitive analysis
6. Partnering to accelerate new business success
7. The importance of an online presence
8. "Low-tech" entrepreneurial promotion: telephone selling, word-of-mouth, shopping carts, direct mail, free publicity, customer relationship management, and more
9. "High-tech" entrepreneurial promotion: websites, viral marketing, social networks, blogging, Internet advertising, and more
10. SEO (Search Engine Optimization) and SEM (Search Engine Marketing)--PPC pay per click
11. Getting the best return on investment for your marketing budget
12. Developing an effective sales strategy
13. Resources for the entrepreneurial marketer
14. The entrepreneurial marketing plan
15. The business plan executive summary

Methods of Presentation

1. Lecture/Discussion
2. Video
3. Guest speakers
4. Case analysis

Assignments and Methods of Evaluating Student Progress

1. Typical Assignments
2. Methods of Evaluating Student Progress
   A. Midterm Examination
   B. Final Examination
   C. Case studies
   D. Presentations
   E. Group Projects
   F. New venture marketing plan
3. Student Learning Outcomes
Upon the completion of this course, the student should be able to:

A. Assess the value of new media tools (social networks, websites, internet searches), and be able to select and utilize appropriate tools for a specific business
B. Assess the value of traditional local promotional tools, and be able to select and utilize appropriate tools for a specific business

Textbooks (Typical):

Special Student Materials

Abbreviated Class Schedule Description:

Marketing strategy and techniques for start-up and small businesses. Focus on low-cost, flexible, innovative marketing tools including social media and Internet marketing.

Requisites: none