

Entrepreneurial Marketing (482)

Syllabus

Jan Brinckmann

1. Introduction

The course “entrepreneurial marketing” is aimed at students who plan to start a new venture or take a job as a marketing professional in an established firm which pursues an innovative marketing approach. Students will study a full spectrum of marketing instruments that are especially suitable for entrepreneurial firms aiming for high growth and innovation yet faced by limited resources and industry dynamism. Students will work in teams on marketing plans for their own venture or for other high profile entrepreneurs or executives. The focus of this course is on hands-on experiences and practical relevance of innovative marketing concepts.

2. Educational Objectives

At the end of the course students will have a more profound understanding of

1. Innovative marketing paradigms
2. Marketing research in an environment of innovation and dynamism
3. Gaining marketing advantages in spite of limited marketing resources
4. Instruments to successfully launch and promote new offerings
5. Instruments to establish build and leverage customer relationships
6. New and innovative marketing instruments

Because there is no *universal* solution applicable to all decisions entrepreneurs face, this course is designed to help participants develop a flexible, methodical and creative way of thinking about marketing in entrepreneurial firms.

3. Format

Class discussions, guest-speakers, Harvard business cases, group marketing project work, interview an entrepreneur, innovative practices and group presentations. In general the three hours are partitioned into three parts with short breaks in-between. This assures that various formats are used to facilitate learning.

4. Class structure

Having what sells

Session 1 (11/10/2008): Introduction to the class and to marketing approaches

Reading: Marketing That Works (Chapter 1)

First part: Introduction to the course

Second part: Evolution of the marketing paradigm and entrepreneurial marketing

Third part: Team formation

Session 2 (11/17/2008): Market research for Entrepreneurs and Innovators

Reading: Marketing that works (chapter 2)

First part: Guest-speaker

Second part: Discussions of concepts

Third part: Group workshops

Session 3 (11/24/2008): Entrepreneurial marketing planning and entrepreneurial pricing

Reading: Harvard business case & Marketing that Works (Chapter 3, 11)

First part: Harvard business case - Juice Guys (A)

Second part: Discussions of concepts

Third part: Group workshops

Selling what you have

Session 4 (12/01/2008): Entrepreneurial Marketing Channel Management

Reading: Harvard business case & Marketing that Works (Chapter 4)

First part: Harvard business case – MarketSoft

Second part: Discussions of concepts

Third part: Group workshops

Session 5 (12/08/2008): Launching new offerings and buzz creation

Reading: Mid-Quarter Quiz, & Marketing that Works (Chapter 5, 7, 11)

First part: Mid-Quarter Quiz

Second part: Guest speaker

Third part: Discussions of concepts

Session 6 (01/12/2008): Entrepreneurial advertising and brand building

Reading: Harvard business case & Marketing that Works (Chapter 6, 10)

First part: Harvard business case - Investorsoft

Second part: Discussions of concepts

Third part: Guest speaker

Session 7 (01/19/2009): Transaction marketing and selling

Reading: Harvard business case & Marketing that Works (Chapter 8, 9)

First part: Harvard business case - Keurig at Home

Second part: Discussions of concepts

Third part: Guest speaker

Session 8 (01/26/2009): Customer relationship management for entrepreneurs

Reading: Harvard business case

First part: Harvard business case – Centra Software

Second part: Discussions of concepts

Third part: Guest speaker

Session 9 (02/02/2009): Success-factors of entrepreneurial marketing

Reading: None - Final Quiz preparation

First part: Final Quiz

Second part: Discussions of concepts

Third part: Final group project Q&A & Course evaluation

Session 10 (02/09/2008): Presentation of the marketing plans

First part: Three group presentations

Second part: Three group presentations

Third part: Three group presentations

Fourth part: Closing comments. ☺

5. Literature and resources

Required reading:

The Harvard business cases which can be obtained at:

<http://harvardbusinessonline.hbsp.harvard.edu/relay.jhtml?name=cp&c=c21128>

Lodish, L.M., Morgan, H.L., Archambeau, S., 2007: Marketing That Works, Wharton School Publishing

Additional literature: You can get most of the additional articles discussed in class for FREE:

<http://libraries.luc.edu/find.htm>

Then click on electronic journals

Then search for the publication.

6. Evaluation

The grade will be determined by the following four components:

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| 1. Oral participation (including pop quizzes on cases and write-ups) | 20% |
| 2. Short quiz (20%) and short final quiz (20%) | 40% |
| 3. Marketing plans (30%) and final presentation (10%) | 40% |

The innovative practice pitch, marketing plan & presentation are team tasks. While in general each team member will get the same grade, team members can also choose to get individual

grades for the team parts if they feel that contribution to the team effort was not equal. Yet, I would encourage people to talk about expectations, contributions and group norms early on to build a well functioning team. A limited number of pop-quizzes on the Harvard cases will be presented to assure active participation.

The midterm and final exam are short 20-minute quizzes which are intended to give participants an incentive to review the concepts which were discussed. After the midterm exam evaluation an overall midterm grade based on prior performance will be provided to give orientation concerning grading.

Additional information on grading and the different course components will be given in the first session and can be found on blackboard.

6. Important dates & deadlines

1. Questions & write-ups for guest-speakers

In order to prepare for the guest-speakers, participants **must** submit three questions **prior to** each guest-speaker's talk. **Up to the session following a guest speakers' talk** a bullet point collection of key lessons learned **must** submitted.

Please email it to **HandMeIn@gmail.com** stating the **course number (482)**, the **guest speakers' name**, either **“three questions”** or **“write-up”**, and **your name** in the **header of the email**.

example: course 481, Richard Branson, three questions, Peter Activestudent

IMPORTANT: IF YOU DO NOT FOLLOW THIS GUIDLINE YOUR SUBMISSIONS WILL NOT BE COUNTED.

2. Quiz dates

Midterm quiz 12/08/2008

Final quiz 02/02/2009

3. Marketing plan hand-in

Please hand the marketing plan in as an electronic AND printed version. Please hand the printed version in during the final session of the course. Please email the electronic version to **HandMeIn@gmail.com** stating the **course number (482)**, **“marketing plan”**, and **your groups' name**

Example: course 482, marketing plan, The WiseGuys

7. Office hours

Monday 3 – 5 pm
Wednesday 3 – 5 pm
and by appointment

Room 424
1. E. Pearson

More information will be provided in the introduction session. I am looking forward to an insightful class & getting to know you.

Jan Brinckmann

Dr. Jan Brinckmann
Assistant Professor
School of Business Administration
Loyola University Chicago
1 E. Pearson, room 424
Chicago, IL 60611, USA
Phone: 001 - 312-915-6077
Fax: 001 - 312-915-6231
Email: jbrinck@luc.edu
Skype: janbrinck
Web: http://www.luc.edu/gsb/faculty_jbrinckmann.shtml