

ENTREPRENEURIAL MARKETING: COURSE TIMETABLE

Lecture/Seminar Session Schedule SP3 2009, Class 60185 at City West Campus

Date	Time	Session and Module
Friday 1 May	9.10am to 5.00pm BH4-32	Session 1: The basics of marketing <ul style="list-style-type: none"> • Introduction to the course • The marketing essentials • Models of marketing - <i>Galaxy</i> Session 2: Entrepreneurial marketing <ul style="list-style-type: none"> • <i>Locating opportunities – your business idea</i> • Entrepreneurial aspects of marketing • Entrepreneurial positioning and targeting • Entrepreneurial scenarios Session 3: Preparing for a marketing plan <ul style="list-style-type: none"> • The marketing planning process
Saturday 2 May	9.10am to 1.00pm BH4-32	<ul style="list-style-type: none"> • Secondary market research • Primary market research Session 4: Promotion and pricing <ul style="list-style-type: none"> • Communications planning • Publicity and other channels Special Session: Personal presentation skills
Friday 8 May	9.10am to 5.00pm BH4-32	<ul style="list-style-type: none"> • Entrepreneurial pricing Session 5: Reaching the customer <ul style="list-style-type: none"> • Distribution channels • Direct marketing • On-line marketing (exercise in computer room GK3-19) Session 6: Marketing technology using relationships <ul style="list-style-type: none"> • Innovation and new product development • Adoption of innovation • Co-development through lead users
Saturday 9 May	9.10am to 1.00pm BH4-32	Session 7: Assembling the marketing plan <ul style="list-style-type: none"> • Marketing through networks • Budgeting for marketing • Putting together the marketing plan • Course overview

Optional Workshop Session Schedule

Date	Time	Location	
Wednesday 13 May	2.10pm to 3.30pm	GK5-19	These workshops are the avenue for students to discuss any aspect of their project or of the course in general, as well as any specific individual problems. Attendance will not be recorded. These sessions also give students the chance to learn from the experiences and challenges faced by others.
Wednesday 20 May	5.10pm to 8.00pm	RR3-11	
Wednesday 27 May	5.10pm to 8.00pm	RR3-11	

Assessment Schedule

Date	Time	Assessment	Location
Monday 11 May	11.00pm	Project plan	AssignIT electronic submission
Monday 18 May	11.00pm	Concept Statement	AssignIT electronic submission
Monday 25 May	11.00pm	Individual Report (1000 words), 15%	AssignIT electronic submission
Monday 1 June	11.00pm	Project Plan update	AssignIT electronic submission
Wednesday 3 June	5.10pm to 8.00pm	Individual Presentation of Marketing Plan, 15%	RR3-11
Wednesday 10 June	11.00pm	Individual Marketing Plan Report (3500 words), 70%	AssignIT electronic submission

ASSESSMENT

Note: detailed guidelines for assessments are on the course teaching site. It is most important that students follow those guidelines, and use the templates provided on the course web site.

Individual Report (1000 word limit, 15%)

You will need to interview an entrepreneur about the marketing aspects of their business. The key to this assignment is your evaluation of their marketing program using the *Galaxy* model, and your critical assessment of the appropriateness of their market segmentation and their marketing strategy, positioning and action program.

Individual Marketing Plan (3500 words, 70%)

Students are to identify a business idea (as a new venture) or an existing product or service in a small business. The first step is to submit a concept statement describing that offering. They are then to write a marketing plan for that idea, or product or service. They are to use the document and financial templates that are provided on the course web site. Students are offered workshops when they can discuss with the lecturer their progress in writing their report.

Individual Presentation of the Marketing Plan (15%)

Students are to present their marketing plan, using the guidelines on the course web site. This is done about a week before the written plan is to be submitted.

PROJECT PLAN

All entrepreneurship courses require good project management.

Each person is required to start working on a project plan in the very first session of the course. They are required to identify any constraints and work out the deadlines for the deliverables of this course. A template is provided on the course web site.

Students are required to complete their project plan and submit it through AssignIT at three stages in the project, as indicated in the assessment schedule:

- early in the project when tasks and deadlines have been set
- about 10 days before the deadline for the final report (this is to be an updated plan)
- as the final page of their written report.

The three versions of this project plan are assessed as part of the final report and represent 10% of the marks for the Team Project Report.

This process is just good business practice. Project planning does not take up much time and is straightforward to implement. This process benefits students and will help them to be well organised, effective and productive. In addition, this approach will help to reduce stress, and it will help to make the preparation of the report a positive learning process.

Refer to the full details of assessment and project planning requirements on the course web site.