

ENTREPRENEURIAL MARKETING FOR NEW VENTURES

Lecture/Seminar Session Schedule for SP4 2009, Class 1078 at City West Campus

Date	Time	Session and Module
Monday 6 July	9.10am to 12.30pm HH5-08	Session 1: The basics of marketing <ul style="list-style-type: none"> • Introduction to the course • <i>Allocation into teams</i> • The marketing essentials • Models of marketing • <i>The business ideas for this course</i>
	1.30pm to 5.00pm	Session 2: Entrepreneurial marketing <ul style="list-style-type: none"> • Entrepreneurial aspects of marketing • Entrepreneurial positioning and targeting
Tuesday 7 July	9.10am to 12.30pm HH5-08	Session 3: Preparing for the marketing plan <ul style="list-style-type: none"> • The marketing planning process • Secondary market research • Primary market research
	1.30pm to 5.00pm	Session 4: Key marketing decisions <ul style="list-style-type: none"> • Adoption of innovation – identifying your first customer • Specifying the product or service • Distribution channels
Wednesday 8 July	9.10am to 1.00pm HH5-08	<ul style="list-style-type: none"> • Entrepreneurial pricing • Communications planning Session 5: Getting the message to the customer <ul style="list-style-type: none"> • Communicating with customers • Direct marketing • <i>Answering examination questions</i>
Thursday 9 July	9.10am to 12.30pm HH5-08	<ul style="list-style-type: none"> • Marketing through networks • Trade shows and exhibitions • Social network marketing • Website marketing • (followed by computer room exercise, GK3-19, booked 11am to 1pm)
	1.30pm to 2.30pm, HH5-08	Workshop: Planning your report <ul style="list-style-type: none"> • Teams to work on preparations for the marketing plan
Friday 10 July	10.10am to 1.00pm HH5-08	Session 6: Assembling the marketing plan <ul style="list-style-type: none"> • Budgeting for marketing • Putting together the marketing plan • Course review Individual Assignment (1000 words, 10%) <ul style="list-style-type: none"> • To be written during this session

Optional Workshop Session Schedule

Date	Time	Location	
Thursday 16 July	11.10am to 2.00pm	GK3-16	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.
Thursday 23 July	2.10pm to 5.00pm	GK3-16	
Thursday 30 July	11.10am to 2.00pm	GK5-19	

Schedule for Assessments and other deliverables

Date	Time	Assessment	Location
Friday 11 July		Individual Assignment (1000 words), 10%	HH5-08: this is completed during the lecture/seminar session
Thursday 16 July	11.00pm	Submit Team Marketing Overview	AssignIT electronic submission
Thursday 23 July	9.10am	Written Examination (two hours), 50%	Brookman Hall, City East
Wednesday 5 August	11.00pm	Submit Team Project Report (marketing plan presented as two A3 posters), 40%	AssignIT electronic submission
Friday 7 August	10.10am to 1.00pm	Plan presentation and feedback session – every student should attend	HH5-08

ASSESSMENT

Individual Assignment (1000 word limit, 10%)

Students will be given four questions addressing aspects of the course during the first seminar session. On the final day of the seminar series, students will be given one of these questions, and will have 30 minutes to write an assignment answering this question. This will be done under test conditions and no materials will be allowed.

Examination (2 hours, 50%)

This is conducted about two weeks after the lecture/seminar sessions. The exam will assess the ability of students to describe key concepts developed during the lecture/seminar sessions and to apply these concepts to practical situations. Students will be given a list of questions covering the whole course. At the examination, students will be given five questions that will be selected from that list, and they will be required to answer any four of those five questions.

Team Project Report (4000 words, 40%)

Students will be allocated into teams of 4 or 5. Teams will be given the choice of business ideas, and their challenge will be to write a marketing plan for one of those ideas. For this course delivery, teams will produce the marketing plan in the form of two A3-size posters to meet this assessment requirement. These posters are equivalent to the marketing plan required for previous course deliveries. Useful templates can be downloaded from the course web site. Workshops are scheduled for teams to discuss with the lecturer their progress in writing their plan.

A "Plan presentation and feedback" session is scheduled for all teams to display their marketing plans, to examine what other teams have submitted, and to present the strong points of their plan to the whole class. There will also be a general discussion of the plans, including comments from the lecturer. This will be a valuable session for receiving feedback on this interesting assignment, and for learning from other teams.

Refer to the full details of assessment on the course web site.

TEXTBOOK

The textbook for this course is available from Unibooks. This is one of the few books that approaches marketing from the entrepreneurial point of view. It is not large and it is easy to read. It would be a very useful addition to your library.

Schindehutte, M, Pitt, L & Morris, M 2008, *Rethinking Marketing: The Entrepreneurial Imperative*, Pearson, New York