Texas A&M University- Corpus Christi  
College of Business  
Department of Management and Marketing  
Corpus Christi, Texas  

INSTRUCTOR:  
Dr. Kent Byus  
Office: OCNR 388  
Office Hours:  
Monday thru Friday: 8:30 – 9:30 AM  
And 11:00 AM to 12:00 Noon  
Telephone:  
off-campus 361-825-2686  
On-campus extension 2686  
Emergency Cell Number: 361-510-9874  
FAX: 361-825-5609  
E-mail: kent.byus@tamucc.edu  

COURSE TITLE AND NUMBER:  
MKTG 3325.001 Guerrilla and Small Business Marketing  

CLASS DAYS & TIME:  
TTr 9:30 to 10:45 AM  

PREREQUISITES:  
MKTG 3310 and/or Permission of Instructor  

CATALOG DESCRIPTION OF COURSE:  
This is a course in entrepreneurial marketing. Guerrilla marketing, as originally created by Jay Conrad Levinson, is an unconventional way of performing marketing activities (primarily promotion) on a very low budget. Such marketing activities are sometimes designed so that the target audience is left unaware they have been marketed to and may therefore be a form of undercover marketing (also called stealth marketing).  

It is up to the guerrilla marketer to be creative and devise unconventional methods of promotion, pricing, and distribution. He must use all of his contacts, both professional and personal, and must examine his company and its products, looking for sources of opportunity. Many forms of marketing can be very inexpensive, and others are often free.  

Utilization and analysis of the entrepreneurial organization, its products and services, the development of specific yet flexible marketing plans, and the creation of practices, finances, and obligations associated with the marketing of smaller entrepreneurial firms are the basis for study in this course. Factors inside and outside the entrepreneurial enterprise are researched and analyzed as they affect successful guerrilla marketing decisions.  

COURSE PURPOSE:  
The objectives of this course are to provide the student with a fundamental understanding of guerrilla marketing strategies and tactics. Such understanding will be emphasized within a framework that focuses on ethical business behavior and the implications of individual and organizational ethics in creating successful business opportunities.  

EXPECTED LEARNING OBJECTIVES:  
1. Learn the language and ethical practice of the entrepreneur and the small business marketing manager (that is, terms, concepts, and ethical frameworks) during the research, analysis, and creation of guerrilla marketing strategies and tactics.  
2. To have a solid understanding of the major opportunity assessment obligations associated with the marketing of the smaller entrepreneurial enterprise and the basic interrelationships of those decision areas.  
3. The student will develop insight about the rapid-fire analytical selection of important business issues and blending decisions related to planning, organizing, funding, and implementing the guerrilla marketing activity.  
4. Students will read the assigned material and be able to interpret and integrate concepts and strategies into business curriculum and practices.  
5. Students will develop a working guerrilla marketing project with an actual small entrepreneurial firm for the purpose of understanding, developing, analyzing, and preparing for consideration the implementation of such guerrilla marketing activities and plans.
6. To assist students in their preparation for the Major Field Test.

**INSTRUCTIONAL MATERIALS: (Required Textbook)**

**Articles, Readings, and Handouts of Professor**


Articles as assigned

**INSTRUCTIONAL PROCEDURES:**

The course material will be presented using a set of interrelated activities:

* Independent reading and preparation for class and tests.
* Class discussions.
* Article Presentations, written assignments, and case studies analyses.
* Preparation and presentation of a Guerrilla Marketing Project Plan.

**STUDENT PERFORMANCE ACTIVITIES: (Attendance/Punctuality)**

Students will be expected to attend class and be on time. Any student arriving after the class session begins will not receive credit for that day’s attendance points. Students are expected to attend class and be punctual. An excused absence is defined as any absence that receives approval (at least 48 hours in advance) by the professor. All university-sponsored events are scheduled well enough in advance to enable the student to professionally and timely notify Dr. Byus prior to such absence.

Any student with more than three (3) unexcused absences from the regularly scheduled sessions will forfeit ALL attendance points. Any student who arrives late to class without a valid excuse more than three (3) times will forfeit ½ of all attendance points.

Students are expected to read, analyze, and study all assigned material for each class session, prior to the beginning of the scheduled session.

All written assignments should be submitted according to the following format: Type/word process using either Courier, Roman, Arial or Helvetica type face (font) no smaller than 10 point; preference is for 12 point. Standard business style and grammar should be used. All spelling should be checked before submission. **NO HAND WRITTEN ASSIGNMENTS OR PARTS OF AN ASSIGNMENT WILL BE ACCEPTED FOR GRADING AND EVALUATION...THIS INCLUDES STUDENT NAMES AND “LAST-MINUTE-CORRECTIONS”**. Assignments submitted without the student’s name being typed/word processed will NOT be accepted for grading. Accordingly, they will be considered as missing and will receive a zero (0). **The ONLY exception will be for specific mathematical computations and associated mathematical analyses.**

Cellular telephones and electronic communication/computing devices MUST be turned-off during the class session, unless specifically (in writing) permitted to do so or instructed otherwise. In order to adhere to copyright laws and intellectual property protection, **NO tape recording or electronic note taking is permitted without the explicit written permission of the instructor.**

Students are expected to actively participate in class and be prepared to respond to inquiry.

**MAJOR FIELD TESTS**

The Major Field Test (MFT) is required for all students pursuing the Bachelor of Business Administration degree and will be administered during their final semester prior to graduation. To prepare for this test, business majors are advised to retain their class notes, textbooks and other relevant materials from this class and the other business core courses and to fine-tune their readiness for the MFT by completing the online MFT review available through the COB website at [www.cob.tamucc.edu](http://www.cob.tamucc.edu)

**ASSIGNMENT DUE DATES:**

Assignments are due at the **BEGINNING** of the class period on the date indicated when the assignment is given. **NO LATE ASSIGNMENTS WILL BE ACCEPTED. QUIZZES WHICH ARE MISSED OR NOT TAKEN (REGARDLESS OF REASON) WILL NOT BE ELIGIBLE FOR RESCHEDULE WITHOUT SPECIFIC ARRANGEMENTS BEING MADE WITH THE PROFESSOR AT LEAST 48 HOURS IN ADVANCE OF THE SCHEDULED EXAM ADMINISTRATION DATES.** The student is responsible for all material assigned even if not discussed in class. Pop-quizzes over any and all assignments may be given without prior announcement.
STUDENT EVALUATION:

Grades will be based upon six examinations, written homework assignments, a comprehensive Guerrilla Marketing Project Plan, and meaningful class discussion/participation and a comprehensive final examination. The cumulative semester grade will be adjusted as necessary.

Homework assignments (10 assignments @ 10 points each) .......................................................... 100 points
Pre-class quizzes (20 @ 10 points each) .......................................................... 200 points
Guerrilla Marketing Project Plan ...................................................................................... 200 points
Four in-class Exams (100 points each) ........................................................................ 400 points
Attendance (20 sessions @ 5 points each)................................................................. 100 points

1. The grading criteria is

   900 - 1000 points = A
   800 - 899.9 points = B
   700 - 799.9 points = C
   600 - 699.9 points = D
   Below 600 points = Failure

2. Students are advised that the last date during the semester when they may drop a course with an automatic “W” will be Friday, April 14, 2014. If you decide to drop after this date, you will receive the grade you have earned up to the drop date minus any grade components not administered.

4. Any students wishing to visit with the professor about their standing in the class may visit him in his office during his office hours.

ADA COMPLIANCE:

The Americans with Disabilities Act (ADA) is a federal anti-discrimination statute that provides comprehensive civil rights protection for persons with disabilities. Among other things, this legislation requires that all students with disabilities be guaranteed a learning environment that provides for reasonable accommodation of their disabilities. If you believe you have a disability requiring an accommodation, please call or visit Disability Services at (361) 825-5816 in CCH 116.

If you are a returning veteran and are experiencing cognitive and/or physical access issues in the classroom or on campus, please contact the Disability Services office for assistance at (361) 825-5816.

ACADEMIC INTEGRITY:

Students are expected to conduct themselves in accordance with the highest standards of academic honesty. Ethical breach and more specifically academic misconduct for which a student is subject to penalty includes all forms of cheating, such as illicit possession of examinations or examination materials, forgery, or plagiarism. (Plagiarism is the presentation of the work of another as one’s own work.)

Grade Appeals

As stated in University Rule 13.02.99.C2, Student Grade Appeals, a student who believes that he or she has not been held to appropriate academic standards as outlined in the class syllabus, equitable evaluation procedures, or appropriate grading, may appeal the final grade given in the course. The burden of proof is upon the student to demonstrate the appropriateness of the appeal. A student with a complaint about a grade is encouraged to first discuss the matter with the instructor. For complete details, including the responsibilities of the parties involved in the process and the number of days allowed for completing the steps in the process, see University Rule 13.02.99.C2. Student Grade Appeals, and University Procedure 13.02.99.C2.01. Student Grade Appeal Procedures. These documents are accessible through the University Rules Web site at http://www.tamucc.edu/provost/university_rules/index.html. For assistance and/or guidance in the grade appeal process, students may contact the Office of Student Affairs.
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<th>Activity</th>
<th>Reading Material</th>
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<td>Course Introduction</td>
<td>Read: 2007 Boston Bomb Scare</td>
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<td>January 28</td>
<td>Discussion: 2007 Boston Bomb Scare</td>
<td>Read: Entrepreneurial Thinking</td>
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<td>January 30</td>
<td>Discussion: What is entrepreneurship?</td>
<td>Read: Chapter 1 and “In the Shadow of Walmart”</td>
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<td>February 4</td>
<td>Introduction of Stripes</td>
<td>Read: (cont.) “In the Shadow of Walmart”</td>
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<td>How does the “Guerrilla” Compete?</td>
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<td>Re-Thinking the Media</td>
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<td>Routes, Routines, and Regulars</td>
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<td>February 20</td>
<td>Group Formation and Information Exchange</td>
<td>Read: Guerrilla Effectiveness</td>
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<td>February 25</td>
<td>Characteristics of Community</td>
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<td>February 27</td>
<td>Characteristics of Community (Cont.)</td>
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<td>Creativity vs. Strategy</td>
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<td>Learning to Collaborate</td>
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<td>March 20</td>
<td>Group Meetings</td>
<td>Read: Chapter 8</td>
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<td>Collaboration (Cont.)</td>
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<td>March 27</td>
<td>Think Like A Customer</td>
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<td>April 1</td>
<td>Killing Myths</td>
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<td>April 10</td>
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<td>April 15</td>
<td>Putting it all together</td>
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<td>April 17</td>
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April 22
Poster Detail Discussion

**April 24**
Exam 4
**Prepare for Poster Presentations**

April 29
Poster Presentations

May 1
Announcements of Final Five
Debrief for the Semester

May 6
Group Meetings for Final Five

**TBA (see Final Exam Schedule)**
8:00 – 10:30 AM
**Final 5 Live Presentations**
**Announcement of “Hairiest Guerrilla”**