Course Syllabus for Entrepreneurial Marketing MKTG 3325

Course number: MKTG 3325  Instructor: Dr. Kent Byus
Semester: Summer 2: 2019  Office: OCNR 388 and RELLIS
Office Telephone: (361) 825-2686 and (361) 510-9874  Email: kent.byus@tamucc.edu

Course Description:

Entrepreneurial marketing provides entrepreneurs and small business owners with the knowledge needed to successfully perform marketing activities (primarily promotion) on a very low budget. Students will learn the utilization of techniques and the analysis of market characteristics that impact the small entrepreneurial organization, its products and services. Additionally students will learn to develop specific yet flexible marketing plans and activities, and the effective management of practices, finances, and obligations associated with the marketing of smaller entrepreneurial firms. Factors inside and outside the firm are researched and analyzed as they affect successful small business marketing decisions.

Course Prerequisites:

• MKTG 3310, BUSI 3315 or MGMT 3312 or Permission of the Instructor
• Junior standing or above
• Permission of the instructor for non-business majors

Learning Objectives:

• Understand the terms, concepts, language, and ethical practice frameworks used by successful entrepreneurs and those persons or teams responsible for marketing entrepreneurial organizations. That is students will demonstrate the knowledge of key concepts of marketing research, segmentation, guerrilla marketing, promotions strategy, and ethical decision making when marketing the entrepreneurial firm, products or services. (Undergraduate Learning Goal G2 Objectives 1 and 2; G3 Objective 1, and Goal 4 Objective 1)
• Have a solid understanding of the basic marketing model of product, promotion, place and price and the relationship of these critical elements in the development and implementation of planning and implementing small entrepreneurial business marketing decisions. Specifically students will demonstrate the ability to incorporate the marketing planning process for successfully marketing entrepreneurial firms or products. (Undergraduate Goal 2 Objectives 2 and 3)
• The student will understand the analytical selection of important marketing issues and blending decisions related to planning, organizing, funding, implementing and evaluating the marketing of small entrepreneurial business, and how to interpret and integrate concepts and strategies associated with entrepreneurial enterprise curriculum and business practices. Specifically, the student will demonstrate the ability to identify valid and
important issues applicable to the development and implementation of marketing entrepreneurial business. In this process, students will be able to identify the range of solutions and marketing alternatives that provide the most socially responsible and ethically sound outcomes. (Undergraduate Goal 3 Objective 2; and Goal 4 Objective 1)

- Students will read, write, and analyze the assigned material in order to become proficient in the interpretation and integration of basic marketing concepts, strategies and ethically balanced practices. (Undergraduate Goal 1 Objectives 1 and 2)

Course Requirements:

Small Business Application Assignments (SBA): 25%
Weekly Quizzes (WQ): 50%
Comprehensive Final Exam: 25%

Major Field Test:

The MFT is required for all students pursuing the Bachelor of Business Administration degree. Students register for MFT in BUSI 0088, Major Field Test in Business. To prepare for this test, business majors are advised to retain their class notes, textbooks, and other relevant materials from their business core courses in the areas referenced above. Completion of all College of Business core courses except MGMT 4388 is required. BUSI 0088 is a credit/no credit course.

As an integral part of the College of Business’ Assurance of Learning program, the Major Field Test (MFT) is a nationally-normed, standardized multiple-choice test developed by the Educational Testing Service and administered to senior-level business students at many AACSB International accredited institutions in the United States. It is designed to measure students’ academic achievement through demonstration of their basic knowledge and understanding of key concepts, theories, and analytical methods in the functional areas of business. This test covers the areas of accounting, economics, finance, international issues, legal and social environment of business, management, marketing, quantitative business analysis, and information systems.

Required Materials:


Articles, videos, and library research as assigned by instructor.

Course Policies:

*Exams, Quizzes, Weekly Assignments* – The material in this course is divided into seven relevant learning module segments which will include specific textbook chapter reading article assignments, video assignments, and a case study applications reading. Each assignment and exam posted follows the published schedule. Students are required to meet all assignment deadlines and exam schedules. All assignments and exams MUST be submitted online within the
Blackboard learning management system; SUBMISSIONS THAT ARE NOT PROVIDED WITHIN BLACKBOARD WILL NOT BE ACCEPTED FOR GRADING.

No extensions are provided for missed assignments or exams without prior authorization of the instructor. All assignments should be word processed and submitted using the following format: Type/word process using either Courier, Roman, Ariel 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, punctuation, and grammar, should be checked before submission. **NO HAND WRITTEN ASSIGNMENTS WILL BE ACCEPTED.** Assignments submitted without the student’s full name being typed/word processed will **NOT** be accepted for grading. Accordingly, they will be considered as missing and will receive a zero (0).

**Electronic Device Usage** - Computers or tablets are required to complete the course. In order to adhere to copyright laws and intellectual property protection, recording or electronic note taking on documents without the explicit written permission or appropriate APA citation is prohibited.

**Attendance and Punctuality** - Students will prepare for each weekly module and when appropriate actively participate online. An excused absence from participation must receive approval (at least 48 hours in advance) of the instructor. All university-sponsored events are scheduled well enough in advance to enable the student to professionally and timely notify instructor prior to such absence.

**Grading:**
The semester (session) grade is the weighted average of all grade components. The following sets the letter grade equivalence scale.

- A = 90-100 percent,
- B = 80-89.999 percent,
- C = 70-79.999 percent,
- D = 60-69.999 percent,
- F = below 59.999 percent

**THERE IS NO ROUNDING OF GRADES EARNED. A STUDENT WITH AN EARNED AVERAGE OF 89.580 WILL RECEIVE A “B” AND WILL NOT RECEIVE AN “A.”**

**Academic Integrity/Plagiarism**- University students are expected to conduct themselves in accordance with the highest standards of academic honesty. Academic misconduct for which a student is subject to penalty includes all forms of cheating, such as illicit possession of examinations or examination materials, falsification, forgery, complicity or plagiarism. (Plagiarism is the presentation of the work of another as one’s own work.) In this class, academic misconduct or complicity in an act of academic misconduct on an assignment or test will result in a zero the first time and failing the course for any additional offence.

**Dropping a Class**- I hope that you never find it necessary to drop this or any other class. However, events can sometimes occur that make dropping a course necessary or wise. Please consult with me before you decide to drop to be sure it is the best thing to do. Should
dropping the course be the best course of action, you must initiate the process to drop the course by going to the Student Services Center and filling out a course drop form. Just stopping attendance and participation WILL NOT automatically result in your being dropped from the class. TBD is the last day to drop a class with an automatic grade of “W” this term.

*Preferred methods of scholarly citations* – APA style is the only accepted method used for citations and referencing during this class. All work should be paraphrased rather than copied directly. Material used from sources other than the text should use APA style citations and references.

APA Citation Information: [http://owl.english.purdue.edu/owl/](http://owl.english.purdue.edu/owl/)

*Class session/professional behavior* – Texas A&M University-Corpus Christi, as an academic community, requires that each individual respect the needs of others to study and learn in a peaceful atmosphere. Under Article III of the Student Code of Conduct, classroom behavior that interferes with either (a) the instructor’s ability to conduct the class or (b) the ability of other students to profit from the instructional program may be considered a breach of the peace and is subject to disciplinary sanction outlined in article VII of the Student Code of Conduct. Students engaging in unacceptable behavior may be instructed to leave the classroom. This prohibition applies to all instructional forums, including classrooms, electronic classrooms, labs, discussion groups, field trips, etc.

*Grade Appeals* – As stated in University Procedure 13.02.99.C2.03, Student Grade Appeal Procedures, 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 Procedure 13.02.99.C2.03, Student Grade Appeal Procedures. These documents are accessible through the University Rules Web site at [http://www.tamucc.edu/provost/university_rules/index.html](http://www.tamucc.edu/provost/university_rules/index.html). For assistance and/or guidance in the grade appeal process, students may contact the Dean’s office in the college in which the course is taught or the Office of the Provost.

*Disabilities Accommodations* – 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 Corpus Christi Hall 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.
Statement of Academic Continuity - In the event of an unforeseen adverse event, such as a major hurricane and classes could not be held on the campus of Texas A&M University–Corpus Christi; this course would continue through the use of Blackboard and/or email. In addition, the syllabus and class activities may be modified to allow continuation of the course. Ideally, University facilities (i.e., emails, web sites, and Blackboard) will be operational within two days of the closing of the physical campus. However, students need to make certain that the course instructor has a primary and a secondary means of contacting each student.
### Summary of Topical Coverage

<table>
<thead>
<tr>
<th>Topic</th>
<th>Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>Marketing in an Entrepreneurial Context</td>
<td>3</td>
</tr>
<tr>
<td>Finding and Evaluating the Right Marketing Opportunity</td>
<td>3</td>
</tr>
<tr>
<td>Using Marketing Research to Ensure Entrepreneurial Success</td>
<td>3</td>
</tr>
<tr>
<td>Understanding Customers and Competitors</td>
<td>3</td>
</tr>
<tr>
<td>Segmentation, Targeting, and Positioning Small Business and Products</td>
<td>3</td>
</tr>
<tr>
<td>Building and Sustaining the Entrepreneurial Brand</td>
<td>3</td>
</tr>
<tr>
<td>Entrepreneurial Pricing</td>
<td>3</td>
</tr>
<tr>
<td>Entrepreneurial Promotion: Doing More with Less</td>
<td>3</td>
</tr>
<tr>
<td>The Quad Marketing Approach</td>
<td>3</td>
</tr>
<tr>
<td>Context and Objectives</td>
<td>3</td>
</tr>
<tr>
<td>Marketing Mix Management</td>
<td>3</td>
</tr>
<tr>
<td>Internet, Social Media and Search Engine Optimization</td>
<td>3</td>
</tr>
<tr>
<td>Management of Growth and Budgeting</td>
<td>3</td>
</tr>
<tr>
<td>The Entrepreneurial Marketing Plan</td>
<td>3</td>
</tr>
<tr>
<td>Entrepreneurial Marketing: Consolidate and Codify</td>
<td>3</td>
</tr>
<tr>
<td><strong>TOTAL</strong></td>
<td><strong>45</strong></td>
</tr>
</tbody>
</table>