MKTG 3325 – Entrepreneurial Marketing
Spring 2020 Syllabus
Lecture: R 7:05-9:35 p.m.
Texas A&M University Corpus Christi – College of Business

Instructor:
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Office Hours: By appointment only

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
- Junior standing or above
- Permission of the instructor for non-business majors

Course Material:
- Articles, handouts, and library research as assigned by instructor.

Web Resources:
- Blackboard – https://bb9.tamucc.edu/
- Please check Blackboard often. There you will be able to access class material, as well as your grades.

Learning Objectives:
By the end of this course, students will be able to:

- 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 Policies

Exams
Two (2) exams will be comprehensive. One (1) will be administered at the mid-term and the second at the end of the semester. Students are responsible for all reading assignments, regardless of whether a particular reading is fully covered during the discussions and/or assignments. Questions on exams will be developed from the reading materials, lectures or other materials presented during the semester. Books and notes will not be allowed while taking the exam.

Discussions
Selected topics and/or cases will be discussed or analyzed during the semester. Participation in class discussions is required, of each student. The consistent quantity and quality of participation (high quality comments are based on knowledge gained from assigned readings, class discussions, and assignments) over the entire semester.

Assignments and quizzes
Students will take quizzes on scheduled days during the semester. The topic of each quiz is listed in the calendar at the end of the syllabus.

Assignments will also be given throughout the semester, as also noted in the calendar. Assignments should be submitted electronically via Blackboard. Assignments will not be graded if submitted by other means. Please note hard copies/printed assignments will not be accepted. Format and more details will be posted to Blackboard.

To obtain an excused absence, contact the Student Affairs office and they will notify all your professors and the reason for it. Student athletes and students involved in other university-related activities should be sure their coaches or university representatives submit a notification of absence in order for their absences to be excused.

Electronic Device Usage
Computers or tablets are required to complete the course.

Grading:
The student’s final grade will be strictly determined as follows:

A = 90-100; B = 80-89; C = 70-79; D = 60-69; F = 0-59

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 your academic advisor, the Financial Aid Office, and me, before you decide to drop this course. 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. **April 14, 2020** 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.

**Classroom/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.

**Required Method of Scholarly Citations**
APA style is the only accepted method used for citations and referencing for this class. Use the following link for instructions and guidance on citations: [https://library.tamu.edu/assets/pdf/Using%20APA%20Format.pdf](https://library.tamu.edu/assets/pdf/Using%20APA%20Format.pdf)

**Grade Appeals**
As stated in University Procedure 13.02.99.C0.03, 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.C0.03, Student Grade Appeal Procedures. These documents are accessible through the University Rules Web site at [https://academicaffairs.tamucc.edu/rules_procedures/](https://academicaffairs.tamucc.edu/rules_procedures/). 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.