
Central Michigan University
College of Business Administration

MASTER COURSE SYLLABUS

<u>MKT</u> Design.	<u>221</u> No.	<u>Marketing Strategies for Entrepreneurs</u> Title	<u>3(3-0)</u> Credit (Mode)
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I. Bulletin Description:

Marketing for small business; identification of a product and/or service potential; advertising plans, marketing strategy, store location, purchasing procedures and inventory control. Identical to ENT 221; credit may not be earned in more than one of these courses.

II. Prerequisites:

None

III. Rationale For Course Level:

The course teaches via the hands-on approach to marketing topics, using the same techniques, software, and concepts in everyday use by the entrepreneur. The course also draws heavily on the experiences of practitioners, who have agreed to donate their time speaking to this class.

The course also deals with the practical, as opposed to the theoretical, marketing aspects of starting and running a small business. Within this major, the culminating experience is the mandatory internship, for which this particular course provides the marketing background.

IV. Textbooks and Other Materials To Be Furnished by the Student:

Lamb, Charles, Joseph Hair, and Carl McDaniel. *Essentials of Marketing, 3e.*
Southwestern College Publishing, 2003.

E-mail account and access to the Internet.

V. Special Requirements of the Course:

None

VI. General Methodology Used in Conducting the Course:

The procedures that will be used to deliver the cognitive information and develop the necessary understanding and skills required to complete the course are lecture, discussion, case analysis, student presentations, and the presentations of scheduled business speakers.

VII. Course Objectives:

Upon completion of this course, students will be able to:

1. develop a marketing plan.
2. develop marketing strategy for a small business.

VIII. Course Outline:

<u>Week</u>	<u>Topic</u>
1	Overview of Marketing
2	Marketing Environment and Ethics
3	Developing a Global Vision
4	Consumer Decision Making
5	Business Marketing
6	Decision Support Systems
7	Market Research
8	Marketing Miscues
9	Products and Services Concepts
10	Developing and Managing Products
11	Marketing Channels and Supply Chain Management
12	Integrated Marketing Communications
13	Advertising and Public Relations
14	Advertising and Public Relations

15 Pricing Concepts

16 FINAL EXAM

IX. Evaluation:

<u>Evaluation Technique</u>	<u>Percent</u>
Semester Project	40%
Exams	40%
Case Analysis/Homework	15%
Article Summary	<u>5%</u>
	100%

X. Bibliography:

Bhide, Amar V. The Origin and Evolution of New Businesses, Oxford; New York: Oxford University Press, 1999.

Blanchard, Ken and Sheldon Bowles. Raving Fans, New York: William Morrow and Company, Inc., 1993.

Cyr, Donald G. Marketing Your Product, North Vancouver, British Columbia: Self-Counsel Ltd., 1994.

Drucker, Peter F. Innovation and Entrepreneurship, New York: Harperbusiness, 1993.

Kuemmerle, Walter. "A Test for the Fainthearted," Harvard Business Review, v 80, n 5, May 2002, p.122-127.

Krass, Peter. The Book of Entrepreneurs' Wisdom: Classic Writings by Legendary Entrepreneurs, New York: Wiley Publishing Co., 1999.

Levitt, Theodore. "Marketing Myopia," Harvard Business Review, v53, n5, September-October, 1975 p.26-44 and 173-181.

Longworth, Elizabeth K. Anatomy of a Start-Up: Why Some New Businesses Succeed and Others Fail, Boston, MA: Inc. Publishing, 1991.

"The Bright Future of Web Advertising", eCompany Now, v2, n4, May 2001, p 51-60.

"The Struggle To Create An Organization For The 21st Century," Fortune, v131, n6, April 3, 1995, p 90-99.

Trivers, Jonathon, One Step Marketing, New York: Wiley Publishing Co., 1996.

Syllabus Prepared by: Dr. James Burley

Signature

March 15, 2003

Date