

**Course Outline for Entrepreneurship 20  
MARKETING FOR ENTREPRENEURS****Catalog Description:**

20 – Marketing for Entrepreneurs

2 units

Marketing strategy and techniques for start-up and small businesses. Focus on low-cost, flexible, innovative marketing tools. 2 hours.

[Typical contact hours: lecture 35]

**Prerequisite Skills:**

None

**Expected Outcomes for Students:**

Upon completion of the course the student should be able to:

1. describe the role of marketing at each stage of the development of a new business;
2. identify key differences between large enterprise and entrepreneurial marketing;
3. analyze marketing techniques of successful entrepreneurs;
4. develop a basic business website, blog, Facebook fan page, Twitter page and YouTube channel;
5. demonstrate entrepreneurial thinking in the development of distribution, partnering, advertising, sales, public relations and promotion strategies;
6. design creative approaches to promotion with limited funds;
7. develop a basic marketing plan to launch a new business.

**Course Content:**

1. Key roles of marketing in the development of a new business
2. The psychology of an audience
3. Major differences between large business marketing and “guerilla marketing”
4. Case studies of successful entrepreneurial marketing
5. Partnering to accelerate new business success
6. The importance of an online presence
7. “Low-tech” entrepreneurial promotion: telephone selling, word-of-mouth, shopping carts, direct mail, free publicity, customer relationship management, and more
8. “High-tech” entrepreneurial promotion: websites, viral marketing, social networks, blogging, Internet advertising, and more
9. SEO (Search Engine Optimization) and SEM (Search Engine Marketing)--PPC pay per click
10. Getting the best return on investment for your marketing budget
11. Developing an effective sales strategy
12. Resources for the entrepreneurial marketer
13. The entrepreneurial marketing plan

**Methods of Presentation:**

1. Lecture
2. Discussion
3. Video
4. Guest speakers
5. Case analysis
6. Field trips

**Assignments and Methods of Evaluating Student Progress:**

1. Typical Assignments
  - a. Interview two local small business owners about their marketing strategies and techniques. Ideally, one should be a business established within the last year, and one more established business. Prepare a 4-paragraph discussion board posting that summarizes each business's marketing plan, 3 key marketing techniques used by each business, and compares and contrasts their overall marketing approaches. Explain why you believe these two businesses have chosen their respective marketing strategies, and one new marketing technique you would recommend to each business.
  - b. Develop a business card for your dream business that serves as an effective marketing tool. Submit your card, along with a 2-page discussion of the marketing messages you intend to convey with your business name, logo, color choice, and other information included on your business card.
2. Methods of Evaluating Student Progress
  - a. Midterm examination
  - b. Final examination
  - c. Case studies
  - d. Presentations
  - e. Group projects
  - f. New venture marketing plan

**Textbook(s) (Typical):**

*Rethinking Marketing: The Entrepreneurial Imperative*, Minet Schindehutte, Michael Morris and Leyland Pitt, Pearson Prentice-Hall, 2009.

*Marketing That Works: How Entrepreneurial Marketing Can Add Sustainable Value to Any Sized Company*, Leonard Lodish, Howard Morgan, and Shellye Archambeau, Wharton School Publishing, 2009.

**Special Student Materials:**

None