

**Entrepreneurship**  
**Course Number: 33:382:202**  
**Course Title: Marketing for Entrepreneurs & Small Businesses**

## **COURSE DESCRIPTION**

This course is designed to be a highly dynamic, engaging, in-depth look at how marketing drives success across all types of businesses and industries - for entrepreneurs and small businesses, as well as for large corporations, governments, places and individuals. The combination of reading, lectures, videos, case studies and guest speakers will create a vivid and accurate portrayal of the importance of strategic marketing in today's highly competitive marketplace. We will explore the many new trends, concepts, practices, challenges, and opportunities that are part of marketing today and use current technology, metrics and data analytics to understand the research, planning and implementation process of the marketing plan and how to evaluate its effectiveness. Students will apply their knowledge to create real-world, strategic marketing plans for an actual start-up company.

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## **COURSE MATERIALS**

- Textbook: Required - **Marketing**, 14th Edition, By: Roger Kerin & Steven Hartley, McGraw-Hill, ISBN: 978-1-259-92404-0
  - Check Canvas ([canvas.rutgers.edu](https://canvas.rutgers.edu)) and your official Rutgers email account regularly.
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## **LEARNING GOALS AND OBJECTIVES**

- This course is designed to help students develop skills and knowledge in the following area(s):

By understanding market research, target markets, market segmentation, branding, advertising and market planning strategy and implementation, students will be provided a framework for understanding marketing and its importance, particularly to the entrepreneurial process.

- Students who complete this course will demonstrate the following:

- Deeper understanding of marketing and important business concepts
- Ability to formulate a vision, mission, core values, and creative strategies to achieve goals

- Understand the challenges entrepreneurs face trying to achieve business results with limited time, resources and insufficient information
- Command of the role, vocabulary and tools of marketing
- Apply entrepreneurial and marketing concepts
- Unleash creative potential personally and professionally

- Students develop these skills and knowledge through the following course activities and assignments:

- Case Studies: Students will study, research, share and present interesting case studies.
- Creative Brainstorming Exercises and Discussions (effective ideation and “divergent and convergent brainstorming”) designed to help students enhance their creative thinking and application skills.
- Individual Marketing Plan: Students conduct a SWOT analysis and strategic marketing plan
- Team Marketing Plan: Students will work in teams to design, develop and present a marketing plan for a real start-up company
- Guest Speakers: Listening to, learning from and engaging with guest speakers.

### **General Learning Goals and Objectives of Rutgers Business School:**

**1. Knowledge.** Students graduating with a BS degree will develop broad understanding of basic business theory and practice and deep understanding of theory and practice within their major field.

Students will demonstrate:

- a. knowledge of current basic concepts in the functional areas of business.
- b. knowledge of current advanced concepts within their major field and an ability to integrate and apply these concepts to practical business problems.
- c. proficiency at using current software tools and information systems to manage business data and address practical business problems.
- d. ability to apply appropriate quantitative methods to analyze business data, and to apply quantitative modeling techniques to analyze business plans and decisions.

**2. Ethical Judgment.** Students graduating with a BS degree will use reasoned and ethical judgment when analyzing problems and making decisions.

Students will demonstrate:

- a. ability to critically evaluate unstructured business decision-making scenarios and develop innovative and ethical solutions.
- b. recognition of ethical dilemmas in unstructured business decision-making scenarios.

**3. Global Perspective.** Students graduating with a BS degree will have the breadth of perspective necessary to succeed in a global and diverse business environment.

Students will demonstrate:

- a. knowledge of the diversity of past and current economic, legal, political, and social structures.
- b. understanding of the impact of cultural and demographic diversity on business interactions.

**4. Effective Communication.** Students graduating with a BS degree will be effective communicators.

Students will demonstrate:

- a. ability to construct clear, concise, and convincing written business communication.
- b. ability to construct and deliver clear, concise, and convincing oral communication.

Successful students who are majoring or concentrating in Management & Global Business should also demonstrate an understanding of the skills and practices used by leaders/managers to:

- (a) Establish and achieve business goals that are aligned with the organization's mission
- (b) Create high-performing organizations through strategic, innovative, entrepreneurial, business improvement, employee engagement, and change initiatives.
- (c) Foster ethical, diverse, inclusive, and socially responsible organizations.
- (d) Effectively lead and manage in a global business environment.
- (e) Collaborate effectively with others at all levels: teams, organization.
- (f) Develop the self-awareness and self-transformation necessary to become effective managers/leaders.

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## PREREQUISITES

Students should come to class prepared and having completed reading assignments and project work. Active class participation is expected and rewarded.

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## ACADEMIC INTEGRITY

*I do NOT tolerate cheating.* Students are responsible for understanding the RU Academic Integrity Policy (<http://academicintegrity.rutgers.edu/>).

I will strongly enforce this Policy and pursue *all* violations. On all examinations and assignments, students must sign the RU Honor Pledge, which states, "On my honor, I have neither received nor given any unauthorized assistance on this examination or assignment." I will screen all written assignments through *SafeAssign* or *Turnitin*, plagiarism detection services that compare the work against a large database of past work. Don't let cheating destroy your hard-earned opportunity to learn. See [business.rutgers.edu/ai](http://business.rutgers.edu/ai) for more details.

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## **ATTENDANCE AND PREPARATION POLICY**

- Expect me to attend all class sessions, arrive on time and remain for the entirety of the class. I expect the same of you. If I am to be absent, I will send you notice via email / Canvas as far in advance as possible. If you are to be absent, email me as soon as possible about your absence and explanation. Failure to attend class will impact grades.
  - You are allowed one unexcused absence during the semester without penalty. You may use this absence if you have a minor illness for which it is not practical to get medical documentation or if you need to attend to a personal matter. Personal matters include such important events as job interviews and job fairs (whether on campus or not), which are NOT considered to be excused absences.
  - The only excused absences for this course are those which meet the requirements as outlined in the Rutgers attendance policy (these include recognized religious holidays, participation as a student athlete as a member of an intercollegiate athletic team, or an extended serious illness documented with, and approved by the dean of students). Please send me an email with full details and supporting documentation within 2 days of your first absence.
  - If you are going to be more than 15 minutes tardy, then please send me an email. If you are going to leave early, then please notify me in advance.
  - For weather-related class cancellations, please check the Rutgers - New Brunswick "Campus Operating Status" page <https://www.newbrunswick.rutgers.edu/status> or by going to the main Rutgers - New Brunswick campus webpage at <https://www.newbrunswick.rutgers.edu> . Obviously, if the campus is closed due to weather conditions, then class will be canceled. If I have difficulty making it to class on time (or at all), even under normal operations in New Brunswick, I will attempt to alert you either by email / Canvas the night before, or first thing in the morning of the class. So... if the weather appears marginal, please make sure to check your email and Canvas prior to class.
  - Expect me to prepare properly for each class session. I expect the same of you. Complete all background reading and assignments. You cannot learn if you are not prepared.
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## **CLASSROOM CONDUCT**

Quality class participation is a significant part of everyone's learning process. Asking thoughtful questions, respecting the views of your fellow students and instructor, not interrupting others and sharing opportunities to participate with your colleagues will result in meaningful dialogue and learning.

Professional conduct is expected at all times:

- Treat all participants in the class with respect
  - Arrive on time and avoid early departures
  - Use laptops or other technology only when appropriate for the activities for that session
  - No cell phones or other electronic instruments are to be out or on during class
  - Eating meals is not allowed (small snacks ok, non-alcoholic beverages are permitted)
  - Do not distract others
  - Submit all assignments on time, in a legible and professional manner (10 or 12 point, double spaced, with one inch margins all around)
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## EXAM DATES AND POLICIES

There will be 5 Quizzes, 1 Individual Project and 1 Team Project in this course.

Quiz #1:

Individual Project Due:

Quiz #2:

Quiz #3:

Quiz #4:

Quiz #5:

Team Projects Due:

\*Subject to change

### Quiz Format:

The good news is that there is **no final exam** for the course. However, we will have 5 quizzes that will cover 4-5 chapters each and cover the concepts covered in the text, readings, and class lectures. The exams will most likely consist of multiple-choice questions, although I reserve the right to include short written response questions, and/or essay questions. I will provide more details on each exam in advance.

If you have a valid emergency and cannot attend the scheduled exam, notify me as soon as possible before the exam. For students with documented and valid emergencies, a makeup exam will be administered soon after the scheduled exam, at the instructor's convenience. The makeup exam may have a different format, structure, and level of difficulty from the scheduled exam.

### Individual Project - Marketing Yourself! Due

- Work individually to create a SWOT analysis and strategic marketing program for yourself

### Team Project - Marketing Plan and Slide Deck - Due () **UPDATED**

- A significant part of the learning experience in the course is the team project. The goal of this project is to help you to apply your knowledge and skills to a real-life start-up company. The team will create a strategic marketing plan for the company.
- Your group will create a slide deck to accompany your marketing plan that summarizes key issues, analyses, and recommendations. The content and quality of presentation will closely reflect the written team project.
- You should treat the team presentations as professional presentations.
- Everyone must participate, if someone on the team isn't involved, notify me as soon as possible because it is one grade for the entire team.

## GRADING POLICY

Course grades are determined as follows:

- Class Participation: 15%
- Quiz #1: 10%
- Individual Project Due: 15%
- Quiz #2: 10%
- Quiz #3: 10%
- Quiz #4: 10%
- Quiz #5: 10%
- Team Projects: 20%

Grading will be as follows:

A = 90 – 100

B+ = 88 – 89.99

B = 80 – 87.99

C+ = 78 – 79.99

C = 70 – 77.99

D = 60 – 69.99

F = < 60

**There will be no extra credit or grade curve in this class.** Grades will be posted within 1 week of the quiz or assignment due date and posted on Canvas.

Your final grade is not subject to negotiation. If you feel I have made an error, submit your written argument to me within one week of receiving your final grade. Clarify the precise error I made and provide all supporting documentation. If I have made an error, I will gladly correct it.

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## COURSE SCHEDULE

*COMPLETED BY PROF.*

<b>Week</b>	<b>Activity</b>		<b>Project / Assignments</b>
1	Introduction/Marketing for Entrepreneurs		
2	Creating Customer Relationships and Value through Marketing	Chapter 1	
2	Developing Successful Organizational & Marketing Strategies	Chapter 2	
3	Developing Successful Organizational & Marketing Strategies	Chapter 2	
3	Scanning the Marketing Environment	Chapter 3	
4	Ethical and Social Responsibility for Sustainable Marketing	Chapter 4	
4	Understanding Consumer Behavior	Chapter 5	Quiz#1 Chapters 1-3

5	Understanding Consumer Behavior	Chapter 5	Read Chapters for Next Class
5	Understanding Organizations as Customers	Chapter 6	Read Chapters for Next Class
6	Understanding and Reaching Global Consumers & Markets	Chapter 7	Read Chapters for Next Class
6	Individual Project Assigned-due		Individual Project Assigned-due
6	Marketing Research	Chapter 8	Read Chapters for Next Class
6	Team Project Assigned-due		Team Project Assigned-due

7	Market Segmentation	Chapter 9	Read Chapters for Next Class
7	Developing New Products and Services	Chapter 10	Read Chapters for Next Class; Study for Quiz #2 Chapters 5-10
7	Individual Project Due		Individual Project Due
7	<b>GUEST SPEAKERS:</b>		
8	Quiz #2 Chapters 5-10		Quiz #2 Chapters 5-10
8	Managing Successful Products, Services and Brands	Chapter 11	Read Chapters for Next Class
8	<b>GUEST SPEAKER-</b>		
	NO CLASS		
9	Services Marketing	Chapter 12	
	Building the Price Foundation; Arriving at the Final Price	Chapter 13; Chapter 14	
9	Team Project Group Work		
10	Managing Marketing Channels and Supply Chains	Chapter 15	
	Retailing and Wholesaling	Chapter 16	
10	Quiz #3 Chapters 11-14		
	Team Project Group Work		
11	Integrated Marketing Communications and Direct Marketing	Chapter 17	
	Advertising, Sales Promotion and Public Relations	Chapter 18	
11	Team Project Group Work		
12	Using Social Media and Mobile Marketing to Connect with Consumers	Chapter 19	
	Personal Selling and Sales Management	Chapter 20	



12	Quiz #4 Chapters 15-18	
	Team Project Group Work	
13	Implementing Interactive and Multichannel Marketing	Chapter 21
13	Team Project Group Work	
14	Pulling it all Together: The Strategic Marketing Process	Chapter 22
14	Quiz #5 Chapters 19-22	
	Team Projects Due	
	GUEST SPEAKER -	
	GUEST SPEAKER-	
	GUEST SPEAKER-	

*\*Subject to change*

### CLASS ADMINISTRATION

- I make frequent use of the course Canvas site to post new materials and to make email announcements, and I expect that you will be checking Canvas and your email regularly. However, this assumes that you use the email accounts that you receive when you enroll at Rutgers. Otherwise, I will not be able to reach you with messages concerning exams, canceled classes, etc. It is your responsibility to make sure you are able to receive email messages and announcements from me by properly administering your Rutgers email accounts. Please make sure that you are receiving announcements made through the Canvas; if not, please notify me.
- Please feel free to contact me with any questions or concerns you have during my office hours or at any other mutually convenient time. Email is a great way to communicate, so don't hesitate to use it. I will try to help you on any day of the week as long as I am available.

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### SUPPORT SERVICES

If you need accommodation for a *disability*, obtain a Letter of Accommodation from the Office of Disability Services. The Office of Disability Services at Rutgers, The State University of New Jersey, provides student-centered and student-inclusive programming in compliance with the Americans with Disabilities Act of 1990, the Americans with Disabilities Act Amendments of 2008, Section 504 of the Rehabilitation Act of 1973, Section 508 of the Rehabilitation Act of 1998, and the New Jersey Law Against Discrimination. More information can be found at [ods.rutgers.edu](http://ods.rutgers.edu).

[Rutgers University-New Brunswick ODS phone (848)445-6800 or email [dsoffice@echo.rutgers.edu](mailto:dsoffice@echo.rutgers.edu)]

[Rutgers University-Newark ODS phone (973)353-5375 or email [ods@newark.rutgers.edu](mailto:ods@newark.rutgers.edu)]

If you are ***pregnant***, the Office of Title IX and ADA Compliance is available to assist with any concerns or potential accommodations related to pregnancy.

[Rutgers University-New Brunswick Title IX Coordinator phone (848)932-8200 or email [jackie.moran@rutgers.edu](mailto:jackie.moran@rutgers.edu)]

[Rutgers University-Newark Office of Title IX and ADA Compliance phone (973)353-1906 or email [TitleIX@newark.rutgers.edu](mailto:TitleIX@newark.rutgers.edu)]

If you seek ***religious accommodations***, the Office of the Dean of Students is available to verify absences for religious observance, as needed.

[Rutgers University-New Brunswick Dean of Students phone (848)932-2300 or email [deanofstudents@echo.rutgers.edu](mailto:deanofstudents@echo.rutgers.edu)]

[Rutgers University-Newark Dean of Students phone (973)353-5063 or email [DeanofStudents@newark.rutgers.edu](mailto:DeanofStudents@newark.rutgers.edu)]

If you have experienced any form of ***gender or sex-based discrimination or harassment***, including sexual assault, sexual harassment, relationship violence, or stalking, the Office for Violence Prevention and Victim Assistance provides help and support. More information can be found at <http://vpva.rutgers.edu/>.

[Rutgers University-New Brunswick incident report link: <http://studentconduct.rutgers.edu/concern/>. You may contact the Office for Violence Prevention and Victim Assistance at (848)932-1181]

[Rutgers University-Newark incident report link: [https://cm.maxient.com/reportingform.php?RutgersUniv&layout\\_id=7](https://cm.maxient.com/reportingform.php?RutgersUniv&layout_id=7) . You may also contact the Office of Title IX and ADA Compliance at (973)353-1906 or email at [TitleIX@newark.rutgers.edu](mailto:TitleIX@newark.rutgers.edu). If you wish to speak with a staff member who is confidential and does **not** have a reporting responsibility, you may contact the Office for Violence Prevention and Victim Assistance at (973)353-1918 or email [run.vpva@rutgers.edu](mailto:run.vpva@rutgers.edu)]

If students who have experienced a temporary condition or injury that is adversely affecting their ability to fully participate, you should submit a request via <https://temporaryconditions.rutgers.edu> .

If you are a military **veteran** or are on active military duty, you can obtain support through the Office of Veteran and Military Programs and Services. <http://veterans.rutgers.edu/>

If you are in need of **mental health** services, please use our readily available services.

[Rutgers University-Newark Counseling Center: <http://counseling.newark.rutgers.edu/>]

[Rutgers Counseling and Psychological Services–New Brunswick: <http://rhscaps.rutgers.edu/>]

If you are in need of **physical health** services, please use our readily available services.

[Rutgers Health Services – Newark: <http://health.newark.rutgers.edu/>]

[Rutgers Health Services – New Brunswick: <http://health.rutgers.edu/>]

If you are in need of **legal** services, please use our readily available services: <http://rusls.rutgers.edu/>

Students experiencing difficulty in courses due to **English as a second language (ESL)** should contact the Program in American Language Studies for supports.

[Rutgers–Newark: [PALS@newark.rutgers.edu](mailto:PALS@newark.rutgers.edu)]

[Rutgers–New Brunswick: [eslpals@english.rutgers.edu](mailto:eslpals@english.rutgers.edu)]

If you are in need of additional **academic assistance**, please use our readily available services.

[Rutgers University-Newark Learning Center: <http://www.ncas.rutgers.edu/rlc>]

[Rutgers University-Newark Writing Center: <http://www.ncas.rutgers.edu/writingcenter>]

[Rutgers University-New Brunswick Learning Center: <https://rlc.rutgers.edu/>]

[Optional items that many faculty include:

- Students must sign, date, and return a statement declaring that they understand the RU Academic Integrity Policy.

- Students must sign, date, and return a statement declaring that they understand this syllabus.]