

Entrepreneurial Marketing

ENGR 191A/291A - Fall 2005

Lecturer: James M. Morouse

Class Time: Tuesday, 3:30 - 5:30 p.m.

Phone: 805 965-6907

Classroom: Phelps Hall, Room 3515

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Office Hours: Available by appointment before class or during the week at 127 El Paseo (downtown Santa Barbara)

Course Objectives

Even with the very best technology, 9 out of 10 new products fail. More often than not, the reason for the failure of a new venture isn't technology - it's marketing. Marketing plays a crucial role not only in developing, producing, and selling products or services but also in guiding recruiting efforts and raising capital. And yet, far too few ventures are begun without careful pre-venture marketing - which can prove to be a costly and often fatal mistake.

This course introduces the student to marketing management's role in an organization's total business strategy. The most basic objective of this course is to provide students with a broad introduction to marketing concepts, the role of marketing in technology firms, and the various factors that influence marketing decision making.

By the end of the course, the student will have a solid understanding of the major decision areas under marketing responsibility, the basic interrelationships of those decision areas, and an appreciation of how to apply key frameworks and tools for analyzing customers, competition, and marketing strengths and weaknesses. This course will help students develop insight about the selection of target markets and blending decisions related to product, price, promotion and place (i.e. the marketing mix) to meet the needs of a target market.

CASES AND READINGS:

Required:

- "Entrepreneurial Marketing: Lessons from Wharton's Pioneering MBA Course", Leonard Lodish, Howard Lee Morgan, Amy Kallianpur, John Wiley and Sons Inc.
- "Positioning-The Battle for Your Mind", Ries and Trout, 1981, Warner Books
- Case Pack of Harvard Business School cases and readings
- Miscellaneous readings/handouts as assigned

Suggested:

- "Marketing High Technology", William Davidow, The Free Press
- "Building Strong Brands", David Aaker, The Free Press
- "The 22 Immutable Laws of Branding", Al and Laura Ries, ebook
- "The One to One Future", Peppers & Rogers, Doubleday
- "Total Access", McKenna, HBS Press
- "BRANDchild", Lindstrom/Siebold, Kogan Page Ltd.

GRADING

Class Participation **25%**

This includes attendance and active participation in discussions, case studies and classroom presentations

In Class Quizzes (3) **30%**

These are scheduled, quick quizzes (20 mins.) intended to test grasp of key concepts that are discussed in class and in readings.

Take Home Exercises (2) **20%**

These are short exercises to be completed outside of the classroom. They will include analysis of product categories, finding examples of concepts discussed in class and original thinking on new product ideas.

Completed creative brief on new product idea **25%**

Final class session will include presentations by 3-4 person teams that brief an advertising agency on new product or service using the creative brief concept developed in class.

ATTENDANCE IS MANDATORY

You are expected to attend all schedule classes and to arrive on time for each class. If you do not attend, you cannot participate. Absences will reflect your participation grade negatively.

- Nov 1 Five Research Tools Every Manager Should Know, and Advertising - Part I
 Must Read: Note on Market and Consumer Research
 Must Read: "Unilever - Principles of Great Advertising"
 Nice to Read: "Analyzing Consumer Perceptions", Dolen
Guest Speaker - **Matt Neal**, Marketing Director, Opportunity International (www.opportunity.org)
Take Home Exercise: Concept Cheat Sheets
- Nov 8 Advertising, Promotion and Public Relations
 Must Read: "Entrepreneurial", Chapters 4, 8 and 9
 Must Read: "The Buzz on Buzz", Dye
 Must Read: "Lost Boys", Wired Magazine
 Nice to Read: "Building Brand without Mass Media", Aaker
 Nice to Read: "Buzz without Bucks", Fast Company
Guest Speaker - **Palmer Jackson**, Serial Entrepreneur
(tentative/subject to change)
- Nov 15 Channel Decisions and Entrepreneurial Sales Management
In Class Quiz II
 Must Read: "Entrepreneurial", Chapters 5, 6 and 7
 Must Read: "Managing Sales and the Sales Person"
 Nice to Read: "Creating the Customer-centric Team"
Guest Speaker - **Aaron Steed**, Meathead Movers
 "Entrepreneurial Mktg. - Walking the Talk"
- Nov 22 Competitive Advantage and Creating a Winning Plan
 Must Read: "Entrepreneurial", Chapters 3, 12
 Must Read: "Three Questions You Need to Answer"
 Nice to Read: "Note on Marketing Arithmetic"
Case Study: **Materials Technology Corporation**
- Nov 29 Building Strong Brands and Entrepreneurial Organizations
In Class Quiz III
 Must Read: "Entrepreneurial", Chapter 11 +12
 Must Read: "Marketing Planning and Organization"
 Nice to Read: "The Good Brand", Fast Company
In Class Team Presentations: "The Creative Brief Exercise"