TMP X130A-002 Entrepreneurial Marketing

COURSE INFORMATION
Tuesdays, January 7th – March 11th
5:00 - 6:40 PM  Room: TBA
Units: 2.0

CONTACT INFORMATION
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COURSE OVERVIEW:
This course will introduce you to concepts and application of marketing in the entrepreneurial setting. You will become familiar with how the management of marketing functions are critical to an organization’s success. Through exploration of key terms, concepts and methods, you will discover the primary focus of marketing is to identify, service and retain customers in ways that create solid, sustained and profitable relationships.

This course is conducted differently than most, as we will learn by working on group projects. In terms of concepts and lectures, you will research topics before lecture; then your group may be chosen to present and teach the topics to our class. In addition to demonstrating your knowledge of concepts, terms, and application of marketing, we will also work on developing communication and public presentation skills (enhancing your personal brand and image).

It is your responsibility to attend all classes, be prepared for all presentations and participate as an active member of our learning community.

THIS IS A PAPERLESS COURSE: We will use Internet tools for materials and assignments.

- **Textbook** Boundless Marketing, Kindle Version (free from Amazon):
  - [http://www.amazon.com/dp/B00EZYZ7VO/ref=pe_245070_24466410_M1T1DP](http://www.amazon.com/dp/B00EZYZ7VO/ref=pe_245070_24466410_M1T1DP)
  - If you have an issue accessing the eBook or do not have access to a device that works with Kindle, please let me know prior to class beginning so we can create a solution.

- **Online research, media and readings**: Are posted on our Moodle page, located at: [www.kensterling.com/marketing](http://www.kensterling.com/marketing)

GUIDELINES AND EXPECTATIONS:
This course is taught as both a Seminar and a Practicum, featuring both theoretical and applied components. The seminar portion will expose you to a range of marketing basics used in the entrepreneurial setting. The practicum is hands-on, giving you personal experience using marketing methods and tools.

**Seminar Requirements**: You will be assigned to groups and present weekly on our topics. Your group may present one week and submit a project in another week. The first half of each class will be spent with interactive presentations and learning, the second half will be introducing the following week’s topics and preparing your group for upcoming projects.

**Practicum Assignment Requirements**: To help you appreciate the use of marketing in the entrepreneurial setting, you will be asked to:

1. Participate in weekly discussions (on Moodle).
2. Submit weekly group project assignments (on Moodle) and present in class.
3. Submit your final Marketing Plan (on Moodle) and present with your group.

Each group will be required to prepare all assignments. All assignments MUST BE uploaded to the Moodle assignment link PRIOR to class. Your group may be randomly chosen to present weekly projects. All groups will present their final project during week 10.
• **Weekly Discussion Posts:**
  o To demonstrate your learning and encourage sharing, everyone will be responsible for posting a concise, detailed and cogent response to the weekly question. As a guideline, a paragraph is not quite enough and a page would be too much.
  o After posting, you will also respond to at least one of your classmates’ posts.

• **Weekly Group Projects:**
  o In the corporate or entrepreneurial setting, nobody has been handed a Scantron and told they had 90 minutes to finish. Most “real” work assignments involve a project that is completed by a team. This is how we will lock-in your learning from this class.
  o Each week, you will work with a new group to submit a (1) page report and (3) slide presentation for the weekly project.

• **Marketing Plan:**
  o Your final group project for this class is to prepare a marketing plan for a company that will be assigned to you during Week 7 of class.
  o Your marketing plan should demonstrate what we have learned and be practical.
  o You team is encouraged to have fun, be creative and create mockups.
  o Each member of the winning team (chosen by the class) will receive a $25 Starbucks gift card and a letter of recommendation for employment or graduate school.

**COURSE SCHEDULE AND ASSIGNMENTS:**

<table>
<thead>
<tr>
<th>WEEK</th>
<th>DATE</th>
<th>TOPICS</th>
<th>ASSIGNMENTS</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>01/07</td>
<td>Introduction to Marketing: Marketing defined and why it is not advertising, PR or design</td>
<td>Chapters 1 and 13 (before class) Participate in online discussion</td>
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<tr>
<td>2</td>
<td>01/14</td>
<td>Marketing Strategy &amp; Planning: Segmentation, Target, Customer Value Proposition and Differentiation</td>
<td>Chapter 2 (before class) Participate in online discussion Perceptual Map Project</td>
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<tr>
<td>3</td>
<td>01/21</td>
<td>Marketing Channels and Lead Generation</td>
<td>Chapter 11 (before class) Participate in online discussion Google project</td>
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<td>4</td>
<td>01/28</td>
<td>Social Media, Gorilla Marketing and Punk Marketing</td>
<td>Chapter 15 (before class) Participate in online discussion FaceBook project</td>
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<td>5</td>
<td>02/04</td>
<td>Consumer Marketing vs. Business Marketing</td>
<td>Chapters 4 &amp; 5 (before class) Participate in online discussion Microsoft project</td>
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<td>6</td>
<td>02/11</td>
<td>Products and Pricing</td>
<td>Chapters 8 &amp; 9 (before class) Participate in online discussion Virgin Mobile project</td>
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<td>7</td>
<td>02/18</td>
<td>How Marketers Make Money: ROI, CPM, CPC, Bounty, SEO and Affiliate methods of monetization.</td>
<td>Assigned Reading (Moodle) Participate in online discussion Affiliate Marketing project</td>
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<td>8</td>
<td>02/25</td>
<td>Global Marketing &amp; Culture</td>
<td>Chapter 7 (before class) Participate in online discussion Global brands project</td>
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<td>9</td>
<td>03/04</td>
<td>Branding &amp; Packaging</td>
<td>Chapter 10 (before class) Participate in online discussion Work on final project</td>
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<tr>
<td>10</td>
<td>03/11</td>
<td>FINAL GROUP PRESENTATIONS: Marketing Plan</td>
<td>Final report due (before class) In-class presentation due</td>
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