Loyola University
Quinnlan School of Business
Department of Management
ENTR 345 Entrepreneurial Marketing (12/4/13)

Instructor: Leonard F. Gingerella
Office: Maguire Hall #402A
Office Hours: Tuesday & Thursday by appointment
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Note: Most questions, concerns, and issues can be handled through e-mail. Should a personal meeting be required, we can arrange an appointment. Refer to Blackboard for presentations, notes, assignments, etc.

Required Text:
- Blue Ocean Strategy, Kim & Mauborgne. HBS Press

Additional Readings: Business Models, Morris
Case Study Hand-Outs

Required Technology:
Laptop computers are strongly encouraged (but not mandatory) for note taking, research, and in-classroom real time lab work. However, a USB Travel Drive is required for in class PowerPoint report-out presentations.

Course Overview:
Current global economic conditions are transforming traditional business thinking. Classic market rules are being broken, distribution barriers eliminated and business structures changed. Simply stated, buyers are smarter, products and services similar, margins thinner and the internet has made the world smaller. We must change the way we position the new enterprise in this radically changed global market or perish. This Entrepreneurial Marketing course attempts to transform the classic view of marketing from a competitive perspective (beat the competition) to an understanding of the power of established market rules that force market players to conform. Students will apply Blue Ocean Strategy analytical methods to identify existing market factors and determine the factors that are vulnerable to change and disruption. In place of classic marketing principles of price, promotion, product and place, students will examine ways to disrupt current dominant market factors through value innovation and the creation of unique business models.

Course Description:
As stated above, this course is for the entrepreneurship student serious about developing a new venture. Concepts presented in the classroom will be anchored in a real world context. Students will be required to conduct comprehensive primary research towards the objective to build a unique business model. The course requires that the student have a solid economic, finance, marketing academic foundation. These skills will be applied through analytical modeling and testing of various market factor configurations. Specific learning objectives are:
• Demonstrate an understanding of market factors across multiple vertical markets.
• Demonstrate the application of primary research to determine market factor and business function relationships.
• Develop a business model based on research.
• Develop a marketing model based on research.
• Develop critical thinking skills through project analysis, experiential exercises and team projects.
• Develop effective communication skills through in-class presentations of assignments and team projects.
• Demonstrated an understanding of key investor interest points and the development of a compelling investor presentation.

**Course Assessment Process:**

| Demonstrate an understanding of marketing models | Successful completion through in-class assignments and exam |
| Demonstrate the application of primary research to determine market factors and market barriers. | Successful completion through research assignments, case study and exam |
| Develop a business model based on research. | Successful completion through development of a business model and exam |
| Develop a marketing model based on research. | Successful completion through written analysis and completion of team project and exam |
| Develop critical thinking skills through project analysis, experiential exercises and team projects | Successful completion through written project analysis and completion of team project and exam |
| Develop effective communication skills through in-class presentations of assignments and team projects. | Successful completion through project report-out presentations |
| Demonstrated an understanding of key investor interest points and the development of a compelling investor presentation | Successful completion through the development and presentation of a Market Position Analysis Management Report |

In-term quizzes & final exam will be used measure course learning objectives

**Instructional Format:**
To accommodate the course weekly three part (M-W-F) format the following instructional model will be used:
• Monday: Lecture & knowledge transfer and student report-outs
• Wednesday: Lecture, knowledge transfer discussion, case analysis, student report-outs
• Friday: Lecture, and/or project lab

Course content will be presented and enriched through lecture, interactive discussion, team project development, and research / student report-outs. The course will immerse learners into various business situations to transform theories into practical actions and explore lessons learned through experiences. All students will have the opportunity to present assignments. Students will demonstrate an understanding of the systemic relationship between market rules and the business model.
Academic Dishonesty
All forms of academic dishonesty are prohibited. This includes:
- Plagiarism - the use of materials from books, notes, and other sources in the student’s written work without due credit to the sources used, and is presented as the student’s original intellectual material.
- Cheating - the copying or sharing of test information/answers, copying of assignments, reports, term papers, team projects, etc.

Plagiarism or cheating could result in automatic course failure (grade F) and possible school disciplinary action.

Course Performance Requirements:
Student performance will be measured (graded) across four dimensions:

Individual
#1: Individual Writing Assignments (8) Assigned in class
Students need to be prepared to present papers in class
#2: Test (Midterm & Final)
Test content will reference lecture, text, PP’s, & handout materials.

Project
#3: Project (Team)
Marketing Position Analysis: The success of a viable business opportunity is directly related to the degree of market research conducted relative to the ideal market entry position, business differentiation and the market position strategies tied to the business model. Regardless if you work in an established business or start-up, the ability to identify, research and quantify market barriers through a comprehensive planning process enhances the potential for success. The focus of the “Marketing Position Analysis” is the research and identification of key marketing barriers that can prevent a successful new product or new venture launch.

Class attendance & participation
#4: Reference attendance & participation

Grade Criteria:
- Individual Assignments:
  - Written assignments (8) 400 points (50 points ea)
- Test
  - Midterm 150 points
  - Final 150 points
- Class Attendance & Participation (Ref policy below) 50 points
  Attendance is mandatory and will be recorded
- Project
  - Team: Marketing Position Analysis 250 points
Total Points: 1000 points
Grade scale

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<tr>
<th>Grade</th>
<th>Lower Bound</th>
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<tr>
<td>A</td>
<td>1000-950</td>
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<td>A-</td>
<td>949-900</td>
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<td>B+</td>
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Attendance & Participation Policy:
Attendance is required. Your contribution is an important part of the learning experience gained by each of your peers. Absence means you are taking away from the class dynamic and evolving culture of the class. **You are allowed a maximum of four unexcused absences. Additional missed classes will result in a 10 point per class missed grade point reduction. Late class arrival (10 minutes +) will be counted as absent.** Additionally, the degree of prepared insight and opinion regarding assigned topics will be used to measure class prep and participation.

Class Conduct: This class will be conducted as an adult learning experience. The classroom will be considered a safe learning environment for intellectual debate, disagreement, and personal opinion. Respect must be given to all individual presentations and opinions, regardless of agreement or disagreement.

INSTRUCTOR BIO: Leonard F. Gingerella

Len Gingerella has over 30 years executive leadership experience including division president and executive positions within fortune 500 companies. His career spans large international companies to successful technology start-ups. In addition, Len’s entrepreneurial experience includes the founding, growing and subsequent selling of a multi-million dollar management-consulting firm to a NYSE company as well as mentoring several new successful start-ups.

Len holds an MS degree in Business Administration from Central Michigan University. He has authored numerous published articles, is an Angel Investor, Advisory Council Chairman at Lawrence Technological University, and most recently, held the position of Entrepreneur-in-Residence at DePaul University.