



**SPRING 2018**  
**ENTR 345 – ENTREPRENEURIAL MARKETING**  
**MONDAYS, WEDNESDAYS, FRIDAYS | 2:45 – 3:35 pm**  
**Corboy Rm 521**

**Instructor:** April Lane, Clinical Professor of Entrepreneurship  
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**Office Hours:** Wednesdays 3-5pm (Schreiber #823) or by appointment

**Course Overview:**

Most marketing courses assume the company has a robust marketing budget, a department to perform marketing activities, and brand equity to leverage when attracting customers. New ventures typically lack all three.

In this course we will explore the full concept of marketing, starting with the product lifecycle. How do you attract your first customers? How do your customers and their needs change over time as the product/service gets more established? We will then explore common marketing channels used by entrepreneurs and debate their effectiveness at each stage of business. Finally, we will turn our attention to customer engagement as a way to build repetition and habit to reduce customer churn.

The course will build upon key concepts from popular books/articles in the industry as well as guest speakers, real-life scenarios, and hands-on activities.

Enrollment Requirements: Jr. Standing; "C-" or better in ENTR 310.

**Course Objectives and Learning Outcomes**

- Demonstrate an understanding of marketing as it relates to entrepreneurial ventures
- Demonstrate an understanding of the various channels and tactics entrepreneurs use to attract customers and how it changes over time
- Demonstrate an understanding of the basics a product lifecycle management and customer engagement

**Required Materials**

Entrepreneurial Marketing: An effectual approach, 2<sup>nd</sup> Edition, by Edwin J. Nijssen (Text) ISBN: 9781138712911

Traction: How any startup can achieve explosive growth by Gabriel Weinberg and Justin Mares (Traction)  
ISBN: 9781591848363

Any additional course materials will be provided through Sakai

## Course Requirements and Grading Criteria

More information about each assignment will be provided via Sakai.

### Group Project – 200 points

As part of a group, students will apply what they are learning in class to a hands-on exercise where they are preparing a marketing plan for an existing startup client. The project will comprise of two assignments, each worth 100 points:

- Assignment 1: Customer development (100 points)
- Assignment 2: Sales & marketing plan (100 points)

### Individual Presentation – 32 points

Each student is asked to lead the class in a discussion of your assigned marketing channels as they apply to startups

### Individual Exam – 100 points

Each student will complete a take-home exam that further explores entrepreneurial marketing and integrates what we have learned in class over the course of the semester.

### Attendance & Class Participation – 105

Starting Week 2, up to three points per class will be earned by not only attending all classes but by the quality of the questions you ask in class, the quality of the contributions you make in class. If you demonstrate that you are prepared for each class, contribute in a meaningful way to discussions, and are not disruptive, your grade will be affected positively. If you consistently show up late, leave early, get up in the middle of class, or otherwise appear unprepared, uninterested, or disengaged, your participation will be affected negatively.

- To minimize distractions, laptops, tablets, and smart phones must be closed during class unless directly related to an in-class exercise.
- All cell phones must be placed on vibrate during class. No calls or texting during class.

Note that each student is allowed for two absences without consequence. Use those absences wisely.

### Extra Credit – 5 points each

Extra credit points may be gained through attending up to 2 community events related to entrepreneurship. Proof of attendance as well as a written summary of the event is required.

### Grading Scale: 437 possible points

A	100-93%	C	76-73
A-	92-90	C-	72-70
B+	89-87	D+	69-67
B	86-83	D	66-60
B-	82-80	F	59 and below
C+	79-77		

Each assignment must be submitted to Sakai prior to the start of class, unless otherwise indicated.

Assignments will receive a full letter grade penalty if submitted more than 20 minutes after the start of class. No exceptions will be made (backed-up or broken printer, if you couldn't find a stapler, a team member was caught in traffic, your boss kept you at work late, etc.). Assignments will be further marked

down one full letter grade for each additional day they are late (measured by each 24 hour increment after the start of class).

### **Attendance**

Class attendance is mandatory and essential to the value of the learning experience. Students are expected to attend all class sessions in order to pass the course. Missing more than 20% of scheduled classes severely jeopardizes the student's ability to pass the course.

In the event unavoidable emergencies or conflicts prevent you from attending class, you must notify the instructor and program director by e-mail prior to missing the class, and request options for covering missed material. Most of the subjects in a course are sequential. Therefore, it is important to understand the material covered in the missed class before the next class.

### **Make-Up Examinations/Assignments**

Loyola University academic policy provides that tests or examinations may be given during the semester or summer sessions as often as deemed advisable by the instructor. Because Quinlan faculty believe examinations represent a critical component of student learning, required examinations should be taken during the regularly scheduled class period. **Make-up examinations are discouraged.** Exceptions may be granted only by the faculty member or department chair, and only for unavoidable circumstances (illness verified by a signed physician's note, participation in intercollegiate athletic events, subpoenas, jury duty, military service, bereavement, or religious observance). A make-up final examination may be scheduled only with the permission of the appropriate Quinlan Assistant or Associate Dean.

If a make-up examination must be given, it is the responsibility of the faculty member to prepare, schedule, and proctor the exam. Limited assistance in proctoring make-up exams may be available through a designated Quinlan administrative assistant. For a student with a documented special testing need, please consult University policy concerning use of the testing center in Sullivan Center at Lake Shore Campus.

### **Academic Integrity**

All members of the Quinlan School shall refrain from academic dishonesty and misconduct in all forms, including plagiarism, cheating, misrepresentation, fabrication, and falsehood...Plagiarism or cheating on the part of the student in individual or group academic work or in examination behavior will result minimally in the instructor assigning the grade of "F" for the assignment or examination. In addition, all instances of academic dishonesty must be reported to the chairperson of the department involved.

For further information about expectations for academic integrity and sanctions for violations, consult the complete Quinlan School of Business Honor Code and Statement of Academic Integrity on the Quinlan website:

<http://www.luc.edu/media/lucedu/quinlanschoolofbusiness/pdfs/Honor-Code-Quinlan-July2012.pdf>

## Course Outline

Please note: This class may occasionally deviate from the course outlined above. The instructor reserves the right to make changes as needed to the course syllabus.

Week	Date	Topic
Week 1	1/17	Welcome & Course Introduction
	1/19	Traditional Marketing vs. Entrepreneurial Marketing
Week 2	1/22	Text CH 1
	1/24	Text CH 2
	1/26	In-Class Activity
Week 3	1/29	Kickoff Group Project, Part 1
	1/31	In-Class Work Session
	2/2	Text CH 3
Week 4	2/5	Text CH 4
	2/7	<b>Guest Speaker</b>
	2/9	In-Class Work Session
Week 5	2/12	Text CH 5
	2/14	Text CH 6
	2/16	In-Class Work Session
Week 6	2/19	Text CH 7, 8, 9
	2/21	In-Class Work Session
	2/23	In-Class Work Session
Week 7	2/26	Assignment 1 Paper Due & In-Class Presentation
	2/28	Kickoff Group Project, Part 2
	3/2	In-Class Work Session
Week 8	3/5	<b>No Class</b>
	3/7	<b>No Class</b>
	3/9	<b>No Class</b>
Week 9	3/12	Traction CH 1-5
	3/14	Traction CH 6-8, 16
	3/16	Traction CH 9-12
Week 10	3/19	Traction CH 13-15
	3/21	Traction CH 17-20
	3/23	Traction CH 21-24
Week 11	3/26	Building Customer Loyalty, Part 1
	3/28	Building Customer Loyalty, Part 2
	3/30	In-Class Activity
Week 12	4/2	In-Class Work Session
	4/4	In-Class Work Session
	4/6	<b>No Class</b>
Week 13	4/9	<b>No Class</b>
	4/11	In-Class Work Session
	4/13	In-Class Work Session
Week 14	4/16	Assignment 2 Paper Due & In-Class Presentation
	4/18	In-Class Activity

	4/20	<b>Guest Speaker</b>
Week 15	4/23	In-Class Activity
	4/25	<b>Guest Speaker</b>
	4/27	Putting it in Context
Week 16	5/2	Final Exam Due by Noon