

Professor: K Srikrishna	Class time: Tue, Thu 3:55-5:15PM
Office: 500 Fisher Hall	Class room: Schoenbaum Hall 320
Email: srikrishna.6@osu.edu	Office Hours: By Appointment

Course Overview

Entrepreneurial Marketing focuses on marketing concepts and methods of entrepreneurs leading growth-oriented companies. These are small usually young companies with ambitions to become major enterprises.

Entrepreneurial marketing differs from marketing as taught in other courses:

- There is usually a push for dramatic, near term sales growth;
- Often products or services are not completely developed nor fully customer tested;
- The sales/marketing leader has significant latitude and is a key decision maker;
- A small sales/marketing team is under considerable pressure for immediate results;
- Financial and people resources are limited;
- Competition is often well-established, with greater resources;
- Key marketing decisions are more tactical than strategic with little room for error.
- Tactics are often more oriented to creating a new market vs. penetrating an existing one.

Course Objectives

Students in this course should be interested in someday starting a business or working for an emerging company.

By the end of the semester, students will learn about

- challenges and opportunities specifically related to emerging companies
- creative sales and marketing in a small business setting.
- aspects of marketing critical to an entrepreneurial venture.
- Students will get hands-on experience developing a marketing plan for an entrepreneurial venture.

Course Text

Marketing that Works, by Lodish, Morgan, Archambeau and Babin.

Publisher: Pearson FT press ISBN: 0-13-399333-7

Best Practices & Expectations

ATTITUDE Don't think of this as a class in marketing; think of this as a startup or entrepreneurial firm where you are the marketing department. Assume all presentation is to the CEO and directors of your company to persuade them to implement your plan.

PROFESSIONALISM It is expected we will treat each other with the professionalism and respect required of us in our careers. In other words, make sure your documents show pride in your work (rewrite them, edit them, proof them, then do it all again); don't expect the "manager" (namely me) to look kindly on absences or under-preparation caused by other commitments.

CONDUCT Inappropriate conduct (i.e., tardiness, stepping out during class, sidebar conversations, and eating food) is frowned upon. Each of these behaviors tends to distract your fellow classmates and thus detract from the learning environment. Your fellow classmates and I will return your consideration by treating you with respect, listening to

your opinions and offering as much constructive feedback as possible. Additionally, I will be accessible for questions when you need assistance.

GROUP CONDUCT In class 2 you will form groups of 4-6 people. Each group should select a leader. Individual responsibilities should be agreed upon early. Each student should contribute equally; laggards should not be tolerated. Contact me immediately if a group issue develops – do not wait until group assignment is due.

ELECTRONICS-FREE CLASSROOM – ENFORCED Laptop, tablet, and cell phone usage during class is not tolerated. All electronics are to be set in airplane mode in class.

ATTENDANCE Sign the attendance sheet at the beginning of each class. Be sure to send notification to me if you are not going to be in class on a given day. The seat you select for Class 2 will be your assigned seat for the remainder of the course.

EXAM In the extreme circumstance where the Exam will be missed, contact the instructor as soon as possible. Do not be late on Exam day. Should you arrive for the Exam after a classmate has completed the Exam and left, you will not be allowed to take the Exam.

Grading

Your grade will be based on the following components:

Graded Component	% of Final Grade
1. Group Project –Marketing Plan	50%
a. Written Marketing Plan (20%)	
b. Marketing Plan Presentation (15%)	
c. Peer Review of Plan Presentation (5%)	
d. Group Peer Feedback (10%)	
2. Assignments & Case Studies	20%
3. In-class & Online Participation	15%
4. Final Exam	15%

The grading scale that will be utilized for the final grade is as follows (**note:** you must reach the minimum of each range to get that grade – ex. an 86.5 would be a B without rounding):

Grade	GPA	Grade	GPA
A = 93-100 %	4.0	C+ = 77-79.XX %	2.3
A- = 90-92.XX %	3.7	C = 73-76.XX %	2.0
B+ = 87-89.XX %	3.3	C- = 70-72.XX %	1.7
B = 83-86.XX %	3.0	D+ = 67-69.XX %	1.3
B- = 80-82.XX %	2.7	D = 63-66.XX %	1.0

Re-grading requests or grade challenges will be accepted in writing within 1 week of receipt of the grade. After that one week, grades are final and beyond questioning.

1. Group Project –Market Plan – 50% of Final Grade

Each student will be part of a Marketing Team (Group) responsible for preparing a marketing plan and presenting during one of the last 3 classes. Groups can use their own venture ideas, or any other small company. Firms chosen should preferably be early stage companies, with less than \$10 million in annual sales and growth oriented. In Class 2, the instructor will review a Marketing Plan outline which we'll discuss in subsequent classes.

Oral Presentation Each Group will make an oral presentation, lasting for up to 15 minutes, including time for questions. Time guidelines will be strictly observed. In addition to the instructor evaluating the presentation, it will be also be evaluated by the rest of the class.

Written marketing plan A written marketing plan will be due the day each Group presents. The written plan should reflect the presentation, be concise and professional.

Group peer feedback Within each group, members will provide feedback, in a designated form, on their teammates. Team collaboration and participation is an important element of this class and will affect the quality of final deliverables. Each team member will provide a performance evaluation of the other members (template will be posted on Carmen). Lack of effort and contribution to the project by a team member will be reflected in the individual peer evaluations and will negatively affect that individual’s overall grade for the course.

The format for all written deliverables will be Microsoft Word documents and presentation will be in PowerPoint, PDF or equivalent slides.

2. Case Reports - 20% of final grade

Throughout the class small case studies will be presented for each of which you will be creating a case report, primarily consisting of answers to questions posed at the end of the case. These will be submitted online primarily as Microsoft Word documents.

3. Class Participation – 15% of final grade

Participation is an important part of the learning process and I strongly encourage you to be actively involved. Course contribution does not mean simply showing up to class. Your class participation grade consists of regular attendance and involvement in our class discussions. Given that daily contribution is subjective and because my memory is not perfect, I recommend that you keep a personal log of your own contribution (jot down the date and comments you made). This will be useful if you feel that I have unfairly evaluated your contribution.

Many people are intimidated by the "obligation" of speaking up in class. Don't be. Your anxiety will be reduced only through practice. Getting comfortable with public speaking will give you a HUGE career advantage. Here's the secret to cutting your stress level - **BE PREPARED**. Each student should come to class with at least three key concepts from the assigned readings that you thought was most interesting and a reasoning why. I will call on people in class to share their opinions and perspectives. In addition you are welcome at any time to ask questions.

In addition to in-class discussions, I will be occasionally posting questions on the Carmen Discussion Board based on assigned readings or additional topics. Each student is expected to participate in these discussions as if we were in the classroom. Students should also be posting discussion topics and comments that would spur additional discussions by the class. These discussion topics could be based on in-class topics, project research, or news headlines related to international marketing. The key is participation. This class is not intended to be one-way lecture on every topic but rather a two-way dialogue throughout the session.

Overall participation grades will be based on a combination of in-class and online discussions. Below are the general criteria that will be used to determine the grade:

Grade A	Consistent leader in the classroom. Always prepared and initiates class discussion. Comments are focused and integrative (linking materials to
---------	--

	other courses, work experiences, current events, etc.). Provides web links and commentary on topics relevant to the course. Integrates materials and discussions with other courses, experiences. Starts new discussion topics and thoughtfully comments on discussions started by other students. Provides supportive evidence for point of view.
Grade B	Quality participation. Responds to instructor comments and questions when called on. Provides examples. Provides links to relevant web pages with some personal commentary.
Grade C	Occasional contributions to class discussions. Brings in some new material and some new ideas. Rarely starts new discussions. Simply agrees or disagrees with the postings of others. Provides little supportive evidence.
Grade D	Answers questions from the instructor. Sometimes responds to other students. Attends class regularly.
Grade F	Occasionally attends class and does not participate.

4. Exam – 15% of final grade

University attendance policy first week of class

Fisher College of Business strongly enforces University attendance policies. As per University rule 3335-8-33, any student may be dis-enrolled from a course for failure to attend by the first Friday of the term, or by the 3rd instructional day of the term, or by the second class meeting, whichever occurs first. <http://trustees.osu.edu/rules/university-rules/rules8/ru8-33.html>

Honor Code

Academic integrity is essential to maintaining an environment that fosters excellence in teaching, research, and other educational and scholarly activities. Thus, The Ohio State University and the Committee on Academic Misconduct (COAM) expect that all students have read and understand the University’s Code of Student Conduct, and that all students will complete all academic and scholarly assignments with fairness and honesty. Students must recognize that failure to follow the rules and guidelines established in the University’s Code of Student Conduct and this syllabus may constitute “Academic Misconduct.”

The Ohio State University’s Code of Student Conduct (Section 3335S23S04) defines academic misconduct as: “Any activity that tends to compromise the academic integrity of the University, or subvert the educational process.” Examples of academic misconduct include (but are not limited to) plagiarism, collusion (unauthorized collaboration), copying the work of another student, and possession of unauthorized materials during an examination. Ignorance of the University’s Code of Student Conduct is never considered an “excuse” for academic misconduct, so I recommend that you review the Code of Student Conduct and, specifically, the sections dealing with academic misconduct. If I suspect that a student has committed academic misconduct in this course, I am obligated by University Rules to report my suspicions to the Committee on Academic Misconduct. If COAM determines that you have violated the University’s Code of Student Conduct (i.e., committed academic misconduct), the sanctions for the misconduct could include a failing grade in this course and suspension or dismissal from the University.

COURSE SCHEDULE

	Date	Topic	Readings / Assignments / Activities
1	8/21 (Tu)	Syllabus Review & Team Assignment	Read Preface of our Text. Assignment Patagonia Case Questions Student Bio
2	8/23 (Th)	Targeting Your Market	Read Chapter 1 of our Text. Assignment Trackus Case study Group Project Summary
3	8/28 (Tu)	New Products/Services	Read Chapter 2 of our Text Assignment Kayak Case Study
4	8/30 (Th)	Pricing New Products/Services	Read Chapter 3 Assignment Wave Machine Case Study
5	9/4 (Tu)	PR & Publicity	Read Chapter 4 Assignment Rafting Case Study
6	9/6 (Th)	Promotion	Read Chapter 5 Assignment 2 written questions for the guest speaker online
7	9/11 (Tu)	Guest Speaker	Startup Founder will discuss marketing lessons Assignment Ricks Picks Case
8	9/13 (Th)	Advertising & Branding	Read Chapter 6 and review Chapter 13 Assignment E&O Case Study Ideal Sales Traits (group)
9	9/18 (Tu)	Sales Management	Read Chapter 8 and review Chapter 11 Assignment
10	9/20 (Th)	The Internet & Product/Service Rollout	Read Chapter 10 Assignment
11	9/25 (Tu)	Marketing & Raising Money	Read Chapter 12 Assignment Marketing Plan Score Sheet
12	9/27 (Th)	Exam & Presentations	Exam will cover all materials covered in class Two groups will present (order by random draw) Participants will grade each others presentations.
13	10/2 (Tu)	Presentations	Three groups will present Participants will grade each others presentations.
14	10/9 (Th)	Presentations	Four groups will present Participants will grade each others presentations

The Instructor & Course

K Srikrishna is a serial entrepreneur, mentor and former angel investor. He founded his first company Impulsesoft in 1999, which grew from a bootstrapped organization of two people to the global leader in Bluetooth wireless stereo music prior to being acquired by SiRF Technology. Previously, Srikrishna has served in a variety of marketing and management roles in technology firms in Silicon Valley and India. Srikrishna's current focus is on mentoring entrepreneurs and CEOs of companies seeking growth with an emphasis on marketing, leadership and strategy. He's on the board of advisors of several technology startups. *Entrepreneurial Marketing* was developed by Tom Harvey, OSU Fisher College lecturer and the present course closely follows Tom's original curriculum.