Entrepreneurial Marketing

Fisher College of Business

BUSM&L 3241 Introduction to

Call No.:  

Instructor Tom Harvey  
Office Hours By appointment  
E-Mail twharvey@columbus.rr.com  

Course Time Tues--Thur 9:35-10:55  
Class Room Schoenbaum Hall room

Course Description and Objectives. Entrepreneurial Marketing focuses on marketing concepts and methods of entrepreneurs leading growth-oriented companies. Typically these are small, 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 or fully customer tested;
- The sales/marketing leader has significant latitude and is a key decision maker in the company;
- 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.

Students in this course should be interested in someday starting a business or working for an emerging company. Students will learn about creative sales and marketing in a small business setting.

Each class will review an aspect of marketing critical to an entrepreneurial venture. In addition to clarifying concepts and methodologies in the readings; class lectures, web references, speakers and cases will cover challenges and opportunities specifically related to emerging companies. Students will get hands-on experience developing a marketing plan for an entrepreneurial venture.

Course Requirements Students will be required to read the text, cases and other materials assigned for each class, complete all written assignments, actively participate in discussions, pass two exams and apply the course material to a group marketing plan and present that plan to the class. Case Reports (1-2 pages) and other written assignments must be typed.


Group Marketing Plan. Each student will be part of a Marketing Department (Group) responsible for preparing a marketing plan and presenting the during the last 3 classes. Groups can use their own venture ideas, or other small company. Firm’s chosen should preferably be early stage companies, with less than $10 million in annual sales and growth oriented. In Class 2, the instructor will provide a Marketing Plan outline; discussing specific sections in subsequent classes. Each Group will make an oral presentation, lasting for up to 20 minutes, including at least 5 minutes for questions. Time guidelines will be strictly observed. A written marketing plan will be due the day your Group presents. The written plan should reflect the presentation, be concise and professional. Assume the presentation is to the CEO and directors of your subject company to persuade them to implement the plan.

Group Conduct. There will be a maximum of ten groups: 1 through 10. Students will be assigned at random. Each group should select a leader. Individual responsibilities should be agreed upon early. Each student should contribute equally; laggards should not be tolerated. Students taking this course are assumed to wish to be treated as professionals, and should behave accordingly.

Class Schedule

Thur. 8/23 Class 1, Introduction. The unique qualities of entrepreneurs, the importance of small companies and their unique marketing challenges will be discussed. We’ll review the Syllabus, grading, instructor expectations, form groups and discuss picking a company for your marketing plan. Read the Preface to our text. Lecture and discussion. Reference the “Patagonia” Case and The Marketing Plan Outline (MPO), on CARMEN.
Tues. 8/28  Class 2.  **Targeting Your Market:** Read Chapter 1 of our Text. Complete the Patagonia Case questions, be prepared to hand in. Also hand in a 3x5 card with your photo (See Class participation/photo). Lecture and discussion. Reference the “Trakus” Case, on CARMEN. Read The Marketing Plan Outline on CARMEN.

Thur. 8/30 Class 3. **Picking New Products/Services:** Read Chapter 2 and complete the Trakus Case questions, be prepared to hand in. Each group should submit (one page max) company name, product/service description for your group-marketing plan; include the names of group members. Lecture and discussion. Reference the “Kayak” Case, on CARMEN

Tues. 9/4 Class 4. **Pricing New Products/Services:** Read Chapter 3 and complete the Kayak Case questions, be prepared to hand in. Instructor will approve company selection for your group-marketing plan. Lecture and discussion.

Thur. 9/6 Class 5... **Speaker:** Curtis Crocker a professional venture capitalist, will discuss “why marketing is critical in VC backed companies”. Each student should visit the speaker’s web site www.reservoirvp.com, prepare 2 written questions and submit at start of this class on a 3x5 card. Reference Brooks Case on CARMEN

Tues. 9/11 Class 6. **Distribution Channels:** Read Chapter 4 and complete the Brooks Case questions, be prepared to hand in. Lecture and discussion. Reference the “Web Site” Case, on CARMEN

Thur. 9/13 Class 7. **The Internet and Product/Service Rollout:** Read Chapter 5 and complete your Web Site Case questions, be prepared to hand in. Progress review- group marketing plans. Lecture and discussion. Reference the Ad/Brochure Case on CARMEN.

Tues. 9/18 Class 8. **Advertising, Brochures, etc:** Read Chapter 6 and each Group should complete the Ad/Brochure Case questions, be prepared to hand in. Lecture and discussion.

Thur 9/20 No class. Groups are encouraged to meet

Tues. 9/25 Class 9. **Speaker:** Joe Sanda. Founder/CEO Astute Solutions, a leading customer care software provider. He will discuss marketing insights he's garnered since founding the company. www.astutesolutions.com Each student should prepare 2 written questions and submit at start of class on a 3x5 card. Reference The Wave Machine Case on CARMEN

Thur. 9/27 Class 10. **PR/Publicity:** Read Chapter 7 and complete the Wave Machine Case questions, be prepared to hand in. Lecture and discussion.

Tues. 10/2 Class 11. **Exam 1** covering all materials assigned for, or discussed in, classes 1 thru 10. Mid Course-survey. Reference “PAR” Case, on CARMEN.

Thur. 10/4 Class 12. **Sales Management:** Read Chapter 8 and complete the PAR Case questions, be prepared to hand in. Lecture and discussion. Reference the Rafting case, on CARMEN

Tues 10/9 Class 13 **Marketing Enabled Sales** read Chapter 9 and complete the Rafting Case questions, be prepared to hand in. Lecture and discussion.

Thur. 10/11 Class 14. **Speaker:** Bill Balderaz, president, Fathom Columbus formerly founder of Webbed Marketing. www.http://www.fathommdelivers.com. He will discuss the “common internet marketing mistakes of young companies.” Each Group should prepare 2 written questions on a 3X5 card that relate to your group’s Marketing plan, include the number of your group. Reference The Hip Grips Case, on CARMEN.
Tues. 10/16 Class 15. Promotion, Read Chapter 10 and complete the Hip Grips Case questions, be prepared to hand in. Lecture and discussion. Reference the Marketing Audit on CARMEN

Thur. 10/18 Class 16. Marketing Audit Each student should complete a Marketing Audit of a small company, be prepared to present and hand in. Lecture and discussion. Reference the He Ain’t VP, He’s My brother Case, on CARMEN

Tues. 10/23 Class 17. Hiring: Read Chapter 12 and complete the He Isn’t VP, He’s My brother Case questions, be prepared to hand in. Also on Carmen read article "Hiring The Best". Lecture and discussion.

Thur 10/25 Class 18. Speaker, Lori Wengerd franchise holder, Home Care Assistance. Lori will discuss the pros and cons of buying a franchise. www.HomeCareAssistance.com. Each student should prepare 2 written questions and submit at start of this class on a 3x5 card.. Reference “The Leader Technologies” Case, on CARMEN.

Tues. 10/30 Class 19. Marketing & Raising Money: Read Chapter 13 and complete the Leader Technologies Case, be prepared to hand in. Progress review- group marketing plans .Lecture and discussion. Reference The Ricks Picks Case, on CARMEN

Thur. 11/1 Class 20. Branding: Read Chapter 14 and complete the Rick’s Picks Case questions, be prepared to hand in. Lecture and discussion. Reference the article on telephone marketing and the Group Telephone Script assignment on CARMEN

Tues. 11/6 Class 21. Telephone marketing Each group will present its one page telephone script, and be prepared to hand in. Students will grade other groups using a Summary Score Sheet. Read the Phone Selling Tips article on CARMEN. Lecture and discussion.

Thur 11/8 Class 22. Speaker: David Bianconi Founder of Progressive Medical. In recent years this company has sustained a dramatic growth rate. He will describe the highlights and lowlights of launching his firm. www.progressive-medical.com. Each student should prepare 2 written questions and submit at start of this class on a 3x5 card.. Reference the Tweeting without Fear Case on CARMEN

Tues 11/13 Class 23. Social Media. Complete the Tweeting without Fear Case on CARMEN be prepared to hand in. Lecture and discussion. Review The Marketing Plan Score Sheet, on CARMEN

Thu 11/15 Class 24. Exam 2 covering all materials assigned for, and/or discussed in, classes 12 thru 23.

Thur. 11/20 Class 25. Group Presentations Students will grade each other’s presentations. Order of presentation will be established by a random draw. Three groups will present

Thur 11/22. No Class. Thanksgiving. BEAT MICHIGIAN

Tues. 11/27 Class 26. Group Presentations continue. Students will grade each other’s presentations. Order of presentation will be established by a random draw. Four groups will present.

Thur. 11/29 Class 27. Group Presentations continue. Students will grade each other’s presentations. Order of presentation will be established by a random draw. Three groups will present.

Class Conduct. Students are responsible for everything that takes place in class. On that rare occasion where a class is missed, a student should arrange with a classmate to share notes. Missing more than 3 classes risks a full letter grade reduction for the course. Arriving late or leaving early will negatively impact your class participation grade. Conduct in class should be businesslike and respectful of the instructor and fellow students. Cell phones, PDAs and similar communication devices should remain OFF during class. The seat you select for Class 3 will be
your assigned seat for the remainder of the course. In the extreme circumstance where an Exam will be missed, contact the instructor as soon as possible. Do not be late on Exam days. Should a student arrive for an Exam after a classmate has completed the Exam and left, he or she will not be allowed to take the Exam.

**Academic Integrity.** OSU and the Committee on Academic Misconduct expect all students have read and understand the University’s Code of Student Conduct (Code). Failure to follow the rules and guidelines established in the Code and this syllabus may constitute “Academic Misconduct”. Examples include (but are not limited to) plagiarism, unauthorized collaboration, copying the work of another and possession of unauthorized materials during an exam. If a student commits academic misconduct in this course, they will be reported to the Committee on Academic Misconduct; sanctions include a failing grade and suspension or dismissal from the university.

**Grade Determination**

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<tr>
<th>Group Marketing Plan written</th>
<th>Point Value</th>
<th>Percentage Value</th>
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<tbody>
<tr>
<td>90 points</td>
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<td>18%</td>
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<tr>
<td>Group Marketing Plan presentation</td>
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<tr>
<td>Peer Review Group presentation</td>
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<td>Class Participation (CP) 2 each</td>
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<td>Case Reports (CR) 5 pts each</td>
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<td>Exam 1</td>
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**Class participation/photo** This course is designed for active participation. Students should come prepared to make a significant contribution to class discussions. At Class 2 each student should hand in a 3X5 card with a small photo (head should be at least 2 x 2 inches) attached to the front. An enlarged copy from your student ID or driver’s license is OK. Your name, phone number, Group number and Email address should appear on the top of the 3X5 card. Include a list of other marketing courses taken. During the last 3 classes, you will prepare a Marketing Plan Score Sheet for each of the Group presentations given by your fellow students. Failure to do so will negatively impact your grade.

**Other** Written assignments are due on the dates indicated and must be typed. No late submissions are allowed. Missing an Exam or Group Presentation will impact your Grade. No make-ups are allowed, unless extraordinary circumstances can be documented. Any student needing accommodation based on a disability should inform the instructor, after contacting the Office for Disability Services 614 292-3307 in room 150 Pomerane Hall.

**Instructor** Tom Harvey was CEO of an international insurance/risk management organization and a related reinsurance company. He began his career in sales and marketing with a Fortune 500 company; later was a venture capitalist and CEO of five companies, including two start-ups. Harvey currently serves on the board of 3 firms with annual sales ranging from a $1 million to over $30 million. He holds a BA in Economics from Georgetown and an M.B.A. from George Washington University. He also he served as a lieutenant in the Artillery. He has been an OSU Fisher College adjunct since 2006 and developed the Entrepreneurial Marketing curriculum.
Why take this course? You should, if you expect to: someday start a business or take a marketing job in a growth company committed to new products/services. This course may also be helpful if you expect to work with entrepreneurs. This course is probably not for you if you thrive on stability and predictability, seldom present in entrepreneurial companies. It is also not recommended if you don’t like working in a team, fear public speaking or never see yourself in a selling role.