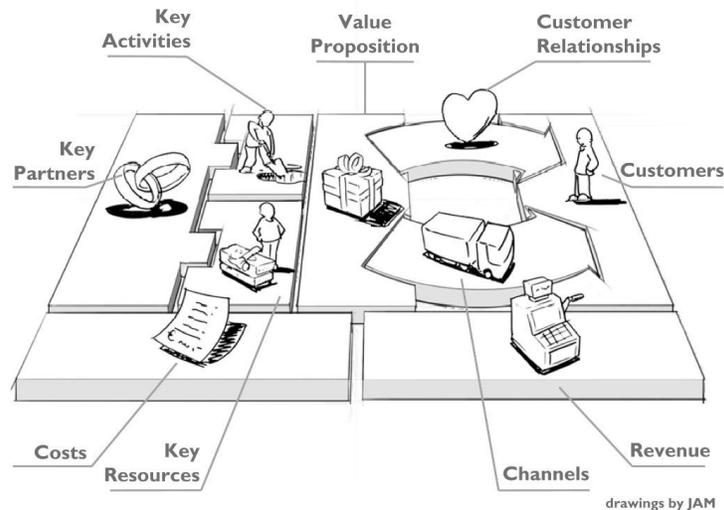




**ENT 102.H01**

## Entrepreneurial Marketing: **Finding Your Niche**



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**SEMESTER: Winter 2019**

**FORMAT: Hybrid course**

**CREDIT AVAILABLE: 3.0**

**TIME FRAME: January 16, 2019 through February 27, 2019**

**NOTE: In this very intensive hybrid course, there will be online work due each week in the JetNet course management system. In addition, there will be group projects and in-class work. We will meet as a class every Wednesday (beginning January 16, 2019) from 6:00-8:58 PM.**

**CLASS LOCATION: Room 210, Bert Walker Hall, Jackson Central Campus**

**INSTRUCTOR: Ron Betzig**

**CONTACT INFORMATION: Email [betzigronalde@jccmi.edu](mailto:betzigronalde@jccmi.edu) Phone (517) 768-7097**

**Please Note: Email is the best way to contact me. I usually respond within 24 hours.**

**OFFICE: Room 111, W.J. Maher Campus, 3000 Blake Road, Jackson, MI 49201**

**OFFICE HOURS: Wednesdays 1:30-4:30 p.m. Also: we can meet after class or by appointment.**

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## **REQUIRED BOOKS (available through JC bookstore or online sources).**

Each of the required books can be purchased new for less than \$40, and may be available for renting at no charge from various libraries.

**Textbook Zero:** If you choose, you could do all of the reading in audio and/or electronic formats. The first three books are available in non-print as well as print formats, as are several of the options for the Entrepreneurial Struggle book.

- 1) **Osterwalder, Alexander.** *Business Model Generation* (2010). ISBN: 9780470876411
- 2) **Kawasaki, Guy.** *The Art of the Start 2.0* (2015). ISBN: 9781591847847
- 3) **Constable, Giff.** *Talking to Humans* (2014). ISBN: 978-0-9908009-0-3. This is a free PDF download which you can find at this link: <http://www.talkingtohumans.com/download>

## **OPTIONAL READING LIST – ENTREPERNEURSHIP (these book are not required, but may be helpful):**

Blumenthal, KarenBlumenthal, Karen. *Steve Jobs: The Man Who Thought Different*. Feiwel and Friends, 2012. ISBN: 978-1-250-01445-0.

Charles River Editors. *Thomas Edison and Nikola Tesla: The Pioneers of Electricity*, 2013. ISBN: 3791492342199

Christensen, Clayton M., Allworth, James, & Dillon, Karen. *How Will You Measure Your Life?* HarperCollins, 2012. ISBN: 9780062102416.

Collins, Jim. *How the Mighty Fall*. HarperCollins, 2009. ISBN-10: 0977326411; ISBN-13: 978-0977326419.

Dyer, Jeff, Gergersen, Hal, and Christensen, Clayton M. *The Innovator's DNA: Mastering the Five Skills of Disruptive Innovators*. Harvard Business School Publishing, 2011. ISBN: 9781422134818.

Gergen, Christopher, and Vanourek, Gregg. *Life Entrepreneurs: Ordinary People Creating Extraordinary Lives*. Jossey-Bass, 2008. ISBN: 9780787988623.

Mycoskie, Blake. *Start Something That Matters*. Spiegel & Grau, 2012. ISBN 978-0-8129-8144-5.

Novogratz, Jacqueline. *The Blue Sweater: Bridging the Gap Between Rich and Poor in an Interconnected World*. Rodale Press, Inc., 2010. ISBN: 9781605294766.

Ries, Eric. *The Lean Startup: How Today's Entrepreneurs Use Continuous Innovation to Create Radically Successful Businesses*. Crown Business, 2011. ISBN: 9780307887894.

Sheridan, Richard. *Joy, Inc.: How We Built a Workplace People Love*. Penguin Group, 2013. ISBN: 978-0-689-15170-3.

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## COURSE DESCRIPTION:

Organizations grow by serving the needs of their clients. Entrepreneurial marketing entails identifying the underlying needs of specific niches within the changing marketplace, and then devising plans which match your driving passion and unique capabilities with the specific needs you have uncovered. In this course you will use analytical processes for identifying the needs of target clients, and you will produce marketing plans designed to capitalize on your unique advantages. :

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## COURSE STRUCTURE :

A *variety of methods* will be used to enhance your understanding of entrepreneurial marketing. Research will be conducted utilized to identify problems/needs and characteristics of people in certain market niches. This research will include observation of potential customers “in their native environment,” face-to-face questioning, and study of online marketing data. Case studies will explore issues entrepreneurs by entrepreneurs as they seek to market their products and services. Videos of researchers and successful entrepreneurs will be shown and we’ll discuss the factors which have led to success in the marketplace. Online forums will develop communication and networking skills, expanding your knowledge and influence. Readings will illustrate current issues, struggles, and trends in entrepreneurial marketing. Concepts from the course materials will be discussed and analyzed both in class and online, so it is imperative that the required reading/viewing be completed on time. You will engage in small-group projects and will make presentations to the entire class, including summaries of your progress and your marketing plans. In addition, you individually will read a book about entrepreneurial struggle(s) and share a book review with the class. This course will be highly interactive and iterative—*as with any business, growth and synergies are most effectively achieved when all members are actively contributing*. Assignments, group projects, participation, and other assessments will be graded.

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## COURSE CALENDAR (This is a first draft, subject to change):

We will likely follow the sequence of readings shown below, but there will also be small group work outside of class and work in JetNet which is not reflected below. Please see more details in JetNet.

<u>Due</u>	<u>Key Milestones &amp; Reading Due</u>
<u>Jan. 16</u>	<u>Class meeting: 6:00-8:58 p.m.</u> <u>Form teams for Project #1: Boot Strap Ventures</u>
<u>Jan. 21</u>	<i>Business Model Generation (BMG) pp. 1-51</i> <i>The Art of the Start 2.0 (AS2) pp. 1-22</i>
<u>Jan. 23</u>	<u>Class meeting: 6:00-8:58 p.m.</u> <u>Project #1 brief status presentation due in class</u>

<b>Due</b>	<b>Key Milestones &amp; Reading Due</b>
<b>Jan. 28</b>	<i>Talking to Humans</i> PDF BMG 52-103 AS2 31-37, 40-65 Project #1 final written report due
<b>Jan. 30</b>	<b><u>Class meeting: 6:00-8:58 p.m.</u></b> <b><u>Project #1 final presentation due in class</u></b> <b><u>Form teams for Project #2</u></b>
<b>Feb. 4</b>	BMG 104-195 AS2 66-84, 139-169, 173-189
<b>Feb. 6</b>	<b><u>Class meeting: 6:00-8:58 p.m.</u></b> <b><u>Project #2 brief status presentation due in class</u></b>
<b>Feb. 11</b>	BMG 196-241 AS2 190-213
<b>Feb. 13</b>	<b><u>Class meeting: 6:00-8:58 p.m.</u></b> <b><u>Project #2 brief status presentation due in class</u></b>
<b>Feb. 18</b>	BMG 242-273 AS2 214-265
<b>Feb. 20</b>	<b><u>Class meeting: 6:00-8:58 p.m.</u></b> <b><u>Project #2 brief status presentation due in class</u></b>
<b>Feb. 25</b>	AS2 267-290, 312-316 Project #1 final written report due
<b>Feb. 27</b>	<b><u>Class meeting: 6:00-8:58 p.m.: LAST DAY OF COURSE</u></b> <b><u>Project #2 final presentation due in class</u></b>

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## **COURSE GOALS:**

ENT 102 will generally emphasize the development of critical thinking, teamwork skills, and resiliency. During this course students will apply critical thinking to describe complex market situations, evaluate evidence, assumptions, and possible consequences, and work in small groups solve problems and launch entrepreneurial ventures. The course will focus on achieving goals that include: “perform customer discovery to identify problems (which are business opportunities)” and “pivot to revise business concepts based on customer discovery”.

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## **EXPECTATIONS OF THE INSTRUCTOR:**

1. Provide a lively and useful learning experience. For this to happen, I encourage you to give me honest, respectful feedback at appropriate times regarding what is working for you and what I (we) need to do differently.
  2. Thoroughly prepare the course material; pose and answer relevant questions related to that material.
  3. Make time available outside of class to answer additional questions you may have.
  4. Maintain a dialog with students in the online format, but not respond to every posting in this format.
  5. Give helpful feedback regarding your work.
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## **EXPECTATIONS OF THE STUDENT:**

1. Carefully study the required materials and submit your work on time. No late work will be accepted.  
NOTE: In the online forums, your initial posting usually will be due at least two days before the forum closes in order to allow your classmates to comment on your posting. Both your initial posting and your comments to your classmates’ postings will be graded.
2. Do your part in making this experience valuable for you and your classmates, by:
  - Being prepared for class meetings and small group meetings.
  - Actively contributing in class, in small group projects, and in the online forums.
  - Making time available outside of class to meet with small group members.
  - Treating others respectfully (I’m happy to note that my students have always been respectful during all of my years at Jackson College).
3. Turn off all electronic devices and refrain from eating during class time. You may have drinks during class time, but please use covered containers. There will be a short break period during each class if you would like to have a snack.

4. Establish reliable access to a computer with internet connection. The library in Atkinson Hall and all of the JC campuses have these available for you at certain hours of the day. There are also internet connections available at many local libraries. Check the calendars of the relevant organizations if you plan to use these resources.

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**EVALUATION:**

Your final grade will be composed of the following elements, weighted as shown below:

Group projects 35%

Participation in class discussions and online forums 25%

Individual assignments 20%

Quizzes 20%

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**GRADING:** Final grades will be assigned according to the following scale:

92.0 to 100.0% = 4.0

88.0 to 91.9% = 3.5

84.0 to 87.9% = 3.0

80.0 to 83.9% = 2.5

76.0 to 79.9% = 2.0

72.0 to 75.9% = 1.5

68.0 to 71.9% = 1.0

64.0 to 67.9% = 0.5

0.0 – 63.9% = 0.0

Please note that the above figures are thresholds; for example, a percentage of 75.9% is below the threshold of 76% and therefore receives the grade 1.5.

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## **SPECIAL POLICIES:**

**Academic Honesty** is defined as ethical behavior that includes student production of their own work and not representing others' work as their own, by cheating or by helping others to do so.

**Plagiarism is defined as the failure to give credit for the use of material from outside sources.**

**Plagiarism includes but is not limited to:**

- submitting other's work as your own
- Using data, illustrations, pictures, quotations, or paraphrases from other sources without adequate documentation
- Reusing significant, identical or nearly identical portions of one's own prior work without acknowledging that one is doing so or without citing this original work (self-plagiarism)

**Cheating is defined as obtaining answers/material from an outside source without authorization.**

**Cheating includes, but is not limited to:**

- plagiarizing in any form
- Using notes/books/electronic material without authorization
- Copying
- Submitting others' work as your own or submitting your work for others
- Altering graded work
- Falsifying data
- Exhibiting other behaviors generally considered unethical
- Allowing your work to be submitted by others

**Withdrawal:** If you do not wish to receive a grade for this course, you must withdraw before the date printed on the college website.

**Incompletes** will be given only in accordance with Jackson College policy. Please note that incompletes are very rare and that the determination of whether an incomplete will be given is the instructor's decision.

**Special needs:** Students with disabilities who believe that they may need accommodations in this class are encouraged to contact the Center for Student Success at (517) 787-0800 as soon as possible to ensure that such accommodations are implemented in a timely fashion.

**JC Technology:** If you have trouble with your JC login or other computer issues, please contact the JC Solution Center at 517-796-8539. When e-mailing your instructor, please include your first and last name and put the course number in the subject line. Always save your work and have a back-up plan. Please ask questions and get help early with any concerns you may have including computer problems.

**A note to transfer students:** If you seek to continue your studies and complete a Bachelor's degree in your field, there are a variety of ways to do this. When considering your options, make sure to use the Michigan Transfer Equivalency website at <http://michigantransfernetnetwork.org/> . For JC advising, contact the Student Service Center at 517-787-0800.

**NOTE:** This syllabus is not a contract: it is a general plan for the course. Each course and each group of students is unique. We may do more or less work than is outlined above.

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