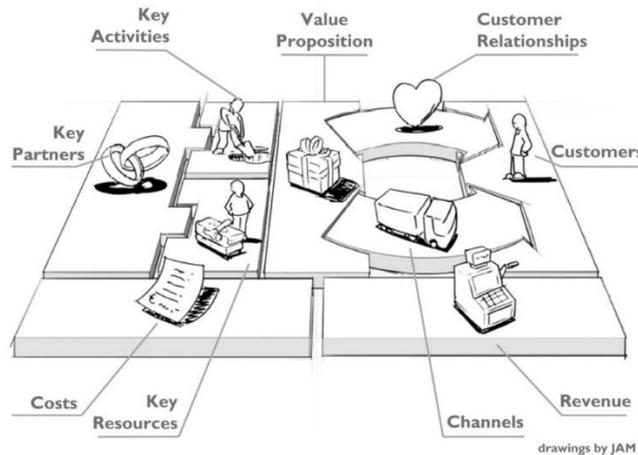


Entrepreneurial Marketing: Finding Your Niche



SEMESTER: Fall 2019 **FORMAT:** Online course **CREDIT AVAILABLE:** 3.0

TIME FRAME: October 28, 2019 through December 19, 2019

INSTRUCTOR: Ron Betzig Email betzigronalde@jccmi.edu Phone (517) 787-0800

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

OFFICE: 253 Bert Walker Hall, JC Central Campus, 2111 Emmons Road, Jackson, MI 49201

OFFICE HOURS: Wednesdays and 9:45-10:45 p.m. or by appointment.

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

- 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>

Textbook Zero: If you choose, you can do all of the reading in audio or electronic formats.

OPTIONAL READING LIST – ENTREPRENEURSHIP (these books are not required, but may be helpful):

Blumenthal, 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, Gergesen, 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.

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.

COURSE STRUCTURE :

A *variety of methods* will be used to enhance your understanding of entrepreneurial marketing. You will engage in an entrepreneurial marketing project and will make a presentation to the entire class through an online format. 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 environments,” 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, so it is imperative that the required reading/viewing be completed on time. 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, projects, participation, and other assessments will be graded.

COURSE GOALS/COMPETENCIES:

ENT 102 will generally emphasize the development of critical thinking, collaboration skills, and resiliency. During this course students will apply critical thinking to describe complex market situations, evaluate evidence, assumptions, and possible consequences while developing a marketing strategy for a specific business model. By the end of this course, each student will:

- 1) Perform customer discovery to identify problems = business opportunities.
 - 2) Pivot to revise business concept based on customer discovery.
 - 3) Present marketing strategy for final project.
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COURSE CALENDAR (This is a first draft, subject to change):

We intend to follow the sequence of readings shown below, but there will also be work in JetNet which is not reflected below. As the course progresses, you will be developing an entrepreneurial marketing strategy for a specific business model. Please see more details for specific items in JetNet.

Due	Reading
Nov. 3	<i>Business Model Generation (BMG) pp. 1-51</i> <i>The Art of the Start 2.0 (AS2) pp. 1-22</i>
Nov. 10	<i>Talking to Humans PDF</i> BMG 52-103 AS2 31-37, 40-65

Nov. 17	BMG 104-195 AS2 66-84, 139-169, 173-189
Nov. 24	BMG 196-241 AS2 190-213
Dec. 1	See JetNet for items due. No new reading: Enjoy the Thanksgiving holiday.
Dec. 8	BMG 242-273 AS2 214-265
Dec. 15	AS2 267-290, 312-316 Final written project analysis and presentation due
Dec. 19	Feedback on classmates' projects due

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 to answer additional questions you may have.
 4. Maintain a dialog with students in the online 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.
 2. Do your part in making this experience valuable for you and your classmates, by actively participating in forums and in analysis of projects.
 3. Treat others respectfully (I'm happy to note that my students have been very respectful during my years at Jackson College).
 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.
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EVALUATION:

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

25%: Primary entrepreneurial marketing project

25%: Online forums

25%: Individual assignments

25%: Quizzes

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

90 to 100% = 4.0

85 to 89.9% = 3.5

80 to 84.5% = 3.0

75 to 79.9% = 2.5

70 to 74.9% = 2.0

65 to 69.9% = 1.5

60 to 64.9% = 1.0

55 to 59.9% = 0.5

00 – 54.9% = 0.0

Please note that the above figures are thresholds; for example, a percentage of 69.9% is below the threshold of 70% and therefore receives the grade 1.5.

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 it is the instructor's decision whether an incomplete will be given.

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: It is in your best interest 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://michigantransfernetwork.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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