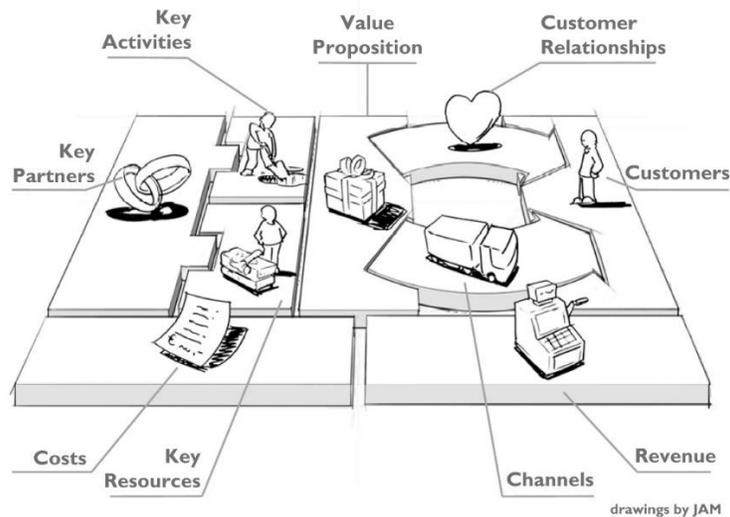


**Entrepreneurial Marketing: Finding Your Niche**  
**(online course syllabus) ENT102-160, FALL 2020**



**Location/Venue:** Online

**Instructor:** Ron Betzig

**Online Office Hours:** Wednesdays

3:00-6:00 p.m. or by appointment

**Number of Credits:** 3

**Course Dates:** October 27, 2020  
through December 19, 2020

**Contact Email:**

betzigronalde@jccmi.edu

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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.

**NOTE:** This is a fast-paced, intensive, seven-week online course. It is imperative that you turn in all work on time. Please see due dates in our JetNet course site.

### **Course Goals/Objectives/Outcomes**

The course goals and objectives incorporate specific General Education Outcomes (GEOs) established by the JC Board of Trustees, administration, and faculty. These goals are in concert with four-year colleges and universities and reflect input from the professional communities we serve. GEOs guarantee students achieve goals necessary for graduation credit, transferability, and professional skills needed in many certification programs. The course objectives addressed in this class include the following:

- 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.

### **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 quizzes will be graded.

**Textbooks/required resources:** (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. *Testing with Humans* (2018). ISBN: 978-0-9908009-4-1. **FREE** e-book for students accessed through this link:

<https://docs.google.com/forms/d/e/1FAIpQLSealERmJhL2CO12jXV8kgx6hkckWYQkRAVWAI2kdF91aYcLOg/viewform>

**NOTE: Be sure to choose TESTING with Humans, NOT Talking to Humans.**

**Textbook Zero!** These resources are available in a digital format.

**BOOK REVIEW:** You will be required to select one of the books from the list below, or receive approval by email from the instructor for a different book, and write a review to share with your fellow students in an online forum. If you have read one of these books for ENT 101, you must choose a different book. You may borrow or buy the book, and you may choose the format most suitable to you: paper, electronic, or audio book.

Abraham, Joe. *Entrepreneurial DNA: The Breakthrough Discovery that Aligns Your Business to Your Unique Strengths*. McGraw-Hill, 2011. ISBN: 9780071754514.

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.

Christensen, Clayton M. *The Innovator's Dilemma: The Revolutionary Book that Will Change the Way You Do Business*. HarperCollins, 1997. ISBN: 0060521996.

Collins, Jim, and Hansen, Morten T. *Great by Choice*. HarperCollins, 2011. ISBN: 9780062120991.

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.

Fitzpatrick, Rob. *The Mom Test: How to Talk to Customers & Learn If Your Business Is a Good Idea When Everyone Is Lying to You*. CreateSpace Independent Publishing Platform, 2013. ISBN: 9781492180746

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

Keller, Timothy. *Every Good Endeavor*. Dutton, 2012. ISBN: 978-0-525-95270-1.

Lencioni, Patrick. *The Advantage: Why Organizational Health Trumps Everything Else in Business*. Jossey-Bass, 2012. ISBN: 9780470941522.

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.

Weinberg Gabriel, and Mares, Justin. *Traction: How any Startup can Achieve Explosive Growth*. Penguin Random House LLC, 2015. ISBN: 9781591848363.

If you have questions about materials, please contact the Jackson College Follett bookstore at [jackson@bkstr.com](mailto:jackson@bkstr.com). For account billing questions, please contact the Jackson College Cashier at [jccashier@jccmi.edu](mailto:jccashier@jccmi.edu).

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## Grading Procedure

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

Primary Entrepreneurial Marketing Project	25%
Individual Assignments	25%
Quizzes	25%
Online Forums	25%

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## Grading Scale

GPA	GRADE
4.0	94-100%
3.5	89-93%
3.0	84-88%
2.5	78-83%
2.0	72-77%
1.5	66-71%
1.0	60-65%
0.5	55-59%
0.0	0-54%

Please note that the above figures are thresholds; for example, a percentage of 71.9% is below the threshold of 72% and therefore receives the grade 1.5.

**You can view your grades on individual items during the course in the “My Grades” section of the “Student Dashboard” in JetNet.**

## Failure

Failure will result when an insufficient amount of work is submitted on time, or when the work does not adequately meet the requirements given in the instructions. Failure can

also result when a student does not adhere to Jackson College policies, including academic honesty, as outlined below:

### **Academic Honesty Policy**

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

### **Accessibility**

Jackson College understands that cultivating a broadly diverse community is crucial to our educational mission and to our foundational commitment to leadership and service. Jackson College is fully committed to ensuring our courses are accessible to everyone including those with disabilities. We are currently working to increase accessibility and usability of our course materials in order to meet or exceed the requirements of Section

508 of the Rehabilitation Act of 1973, the Americans with Disabilities Act of 1991 and Web Content Accessibility Guidelines (WCAG) 2.0. For more information about Jackson College's efforts to ensure accessibility please visit the [Jackson College accessibility web page](#). If you have an accessibility need in any of our classes please e-mail the Center for Student Success at [JCCSS@jccmi.edu](mailto:JCCSS@jccmi.edu) or visit the [Center for Student Success web page](#).

At the Center for Student Success (CSS), we are committed to providing all students the opportunity to achieve academic success by providing a variety of support services free of charge to Jackson College students. This includes, but is not limited to, peer and faculty tutoring, mental health referral, temporary assistance with transportation, various workshops/seminars, and the TRIO program.

In addition, the CSS staff is committed to adapting the College's general services to meet the individual needs of otherwise qualified students with disabilities, for the purpose of providing equal access to all programs and facilities.

### **Course Management**

If you decide to withdraw from the course, be sure to check the Jackson College website and consult with your Navigator regarding the permitted dates to drop/add courses and the associated financial consequences.

### **Makeup Policy: Incompletes**

Incomplete grades 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 grade will be given.

### **Contacting the Instructor**

The instructor will only respond about course information to students using their JC email address. Please include the class title, class name, and section number in the subject line:

**ENT102.I60.FL2020**

### **Help: Academic Advising**

It is important to contact a Center for Student Success professional prior to the start of the semester in order to receive accommodations in a timely manner. While we will

make every effort to coordinate accommodations in a timely manner, failure to self-identify prior to the start of the semester may delay notification to instructors and timeliness of acquiring accommodations. Accommodations do not automatically carry over to the next semester. Please e-mail [JCCSS@jccmi.edu](mailto:JCCSS@jccmi.edu) or visit the [Accommodations for Students with Disabilities](#) web page at any time during the course.

Just as in a traditional classroom course, regular class participation and keeping up on the reading and assignments is strongly correlated with survival in college. It is my recommendation that you plan to do your assignments and take your exams BEFORE the last day they are due. If problems occur, there is time to fix them before the deadline

### **Expectations of the Student**

1. Establish reliable access to a computer with internet connection.
2. Carefully study the required reading and electronic resources.
3. Participate actively in an ongoing dialogue with the instructor through email, JetNet forums, and live discussion sessions as needed in this online course.
4. Turn in the written work (e.g., assignments, quizzes, forums, and the final project) on time. NO LATE WORK WILL BE ACCEPTED. All work must be submitted online through the JetNet Course Management System. Be sure to read the instructions for each piece of online work to determine the requirements and specific due dates.

### **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. Maintain a dialog with students in the online format.
4. Give helpful feedback on your assignments.

**Course Calendar:** This calendar is subject to change. We intend to follow the sequence of readings shown below, but there will be additional work in JetNet. As the course progresses, you will be developing an entrepreneurial marketing strategy for a specific business model. Please see more details in JetNet.

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<b>DUE DATE</b>	<b>READING</b>
Oct. 30	Business Model Generation (BMG) pp. 1-51 The Art of the Start 2.0 (AS2) pp. 1-22
Nov. 6	Testing with Humans PDF BMG 52-103 AS2 31-37, 40-65
Nov. 13	BMG 104-195 AS2 66-84, 139-169, 173-189
Nov. 20	BMG 196-241 AS2 190-213
Nov. 27	See JetNet for items due. No new reading: Enjoy the Thanksgiving holiday!
Dec. 4	BMG 242-273 AS2 214-265
Dec. 11	AS2 267-290, 312-316 Final written project analysis and presentation due
Dec. 19	Feedback on classmates' projects due

Revised: 20-OCT-2020