

HOWARD UNIVERSITY

School of Business

COURSE SYLLABUS

ENTREPRENEURSHIP MARKETING

Faculty:	Cathy L. House	Semester:	Spring 2009		
Department :	Management	CRN: 17112			
Office:	#561	Classes			
Contact Information:		Course # - Section #	Days	Hours	Room No.
Phone:	(202) 806-1541 cell: (202) 468-3541	Mgmt. 353-01	Tuesday and Thursday On-Line Blackboard	3:40 P.M.– 5:00 P.M.	#428
E-Mail:	Chouse47@comcast.net				
Office Hours:	Tuesdays 12:40 P.M. - 3:30 P.M. and by Appointment				

Business Core Course	Departmental Core Course Required for all majors in	Prerequisites for this course Introduction to Entrepreneurship
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COURSE DESCRIPTION

This course provides a comprehensive overview of the intricate interlink of Marketing and Entrepreneurship. The vital importance of the combination of the two to reach a successful and profitable level of business.

CORE COMPETENCIES EMPHASIZED

The course emphasizes the areas listed below:

- A clear understanding of Business
- A clear understanding of Marketing
- A clear understanding of Entrepreneurship
- Entrepreneurship and the Global Internet World
- The importance of the Financial and Analytical Process
- Written and Oral Communications

- The importance of Business Ethics

COURSE LEARNING GOALS

THIS COURSE PROVIDES A COMPREHENSIVE OVERVIEW OF THE INTRICATE INTERLINK OF MARKETING AND ENTREPRENEURSHIP. THE VITAL IMPORTANCE OF THE COMBINATION OF THE TWO TO REACH A SUCCESSFUL AND PROFITABLE LEVEL IN BUSINESS.

COURSE LEARNING OBJECTIVES

After successful completion of the course, students should be able to do the following:

1. Identify and idea, product or business and began the Entrepreneurship process.
2. Identify and idea, product or business and began the Marketing Process.
3. Understand and Develop and Apply Marketing principles.
4. Create and Apply Entrepreneurship principles.
5. Create a Business and/or Marketing Plan
6. Listen to successful entrepreneurs and gain valuable information

COURSE MATERIALS

Required Readings

Text: Rethinking Marketing: ISBN# 0-013-239389-1
Minet Schindehutte, Michael H. Morris and Leyland F. Pitt

Suggested Readings

Black Enterprise Magazine and The E-Myth

TEACHING METHODOLOGY/INSTRUCTIONAL METHODS

This course will include quizzes, lectures, class discussions, and field trips, guest speakers of successful businesses and creation of Marketing/Business Plans.

COURSE REQUIREMENTS, RESPONSIBILITIES, AND GUIDELINES

Attendance, Tardiness, and Decorum: All students are expected to attend classes regularly and promptly. Absences and tardiness can detrimentally impact your grade. After 3 absences, the professor will deduct 1 percent of a letter grade for each additional unexcused absence (as determined by the professor). In the event

that you miss a class, it is your responsibility to find out from your classmates what topics were discussed, what additional assignments may have been made, and what material may have been distributed in class.

COURSE REQUIREMENTS, RESPONSIBILITIES, AND GUIDELINES: (CONTINUED)

Students are also expected to arrive to class on time. After 3 occasions of tardiness, the professor will deduct 1 percent of a letter grade for each additional occurrence of tardiness. The professor also has the authority to refuse to admit students into the classroom once instruction has started and to refuse to allow students to re-enter the classroom if they leave before the end of the session.

All cell phones, pagers, beepers, iPods, and any other electronic communication devices must be turned to the “off” or “vibrate” position during class. Students are required to act in a professional, respectable, and courteous fashion at all times in each and every interaction with other students and with members of the faculty. Unprofessional and disrespectful conduct includes, but is not limited to, text messaging or talking on cell phones, talking among and between students outside of the context of the classroom discussion, throwing pens, pencils, or any /other items, and the wearing of headgear by males or earphones by any student. After providing the student a written notice, the professor has the authority to deduct points from a student’s grade for continued unprofessional conduct or, in more extreme cases (as determined by the professor), to expel the student from the class. Students who use a laptop computer during the class are expected to refrain from surfing the internet or engaging in any other distracting activities during class time. Also, note that no food or drinks are allowed in the classroom.

Readings and Assignments: The bulk of the readings will be from the course text. You may also have some supplemental materials. Students are expected to have completed all class assignments, including, but not limited to, assigned readings and case analyses prior to each class. All assignments are due to the professor at the *beginning* of the scheduled class. Assignments turned in after this time will not be accepted. Students are responsible for all areas covered by the assigned reading, regardless of whether we actively addressed a particular topic during class time. The final examination may draw upon any and all areas covered by the guest lecturers, in-class discussion, assigned readings, and supplemental materials.

ACADEMIC INTEGRITY

In every aspect of this course, you are required to maintain the standards of integrity set forth in the Howard University Academic Code of Student Conduct (see Howard University Student H-Book and Planner). Students accused of an infraction will respond to charges in a hearing before the appropriate School’s Judiciary Committee. The School of Business has a **zero-tolerance** policy on student academic misconduct. After review by the Judiciary Committee, students found guilty of academic misconduct will be suspended for a minimum of one semester.

LAST DAY TO WITHDRAW

The last day to withdraw from this class is Monday, April 6, 2009.

INCOMPLETE GRADES

Although the student has the sole responsibility for making a formal written request to the instructor for an incomplete grade, the decision to assign an incomplete grade rests solely with the instructor. As a general rule, incomplete grades will not be assigned except in unusual circumstances and only to students who have attended and completed most of the course up to the last day to withdraw from classes but who, as a result of circumstances beyond their control (e.g., illness or family emergency), are unable to complete the remainder of the course. If the student has failed to complete the major portion of the course by the drop date, he/she is advised to withdraw from the course. If the instructor agrees to comply with the student's request, he/she must establish specific "make-up" conditions which must be recorded on the Incomplete Grade Processing Form (IGPF). Any grade of "incomplete" must be completed by the following semester in accordance with University policy. Note that only the portion of the course that was missed by the student is eligible to be completed. That is, incomplete grades are not given in order for a student to retake or re-do portions of the course that had already been completed in order to improve his/her grade.

THE GRIEVANCE PROCESS

Students should refer to the University's Policy on Student Academic Grievance Procedures for the informal and formal processes to be followed when a student wants to initiate a grievance against a faculty member.

STUDENTS WITH DISABILITIES

Howard University is committed to providing access and reasonable accommodations to persons with documented disabilities in accordance with the *Americans with Disabilities Act (ADA)* of 1990, Section 405 of the *Rehabilitation Act* of 1973, and in accordance with other pertinent federal, state, and local disability and anti-discrimination laws. *Students must self-identify in writing with the Office of the Dean of Special Student Services before any accommodations can be made.* The Office will then provide a document to the student regarding his/her disability status. The student, in turn, will present this document to the faculty member, who will provide those reasonable accommodations as deemed necessary by the Office of Special Student Services.

STUDENT EVALUATION/GRADING

Evaluation will be based entirely upon the information bellow:

The numerical percentage result obtained will be converted to an equivalent final letter grade for the course in accordance with the following scale:

		Points	<u>Percent of Grade</u>
TBA	Discussions and Class Participation (4 @ 25 points each on Blackboard)	100	10
2	Quizzes (2 @ 50 points each)	100	10
1	Mid-Term Exam	250	25
	Marketing Plan –(Inclusive of Field Study) Written and Presentation of Business Plan	250 300	55

<u>Numerical Percentage</u>	<u>Grade</u>
90 – 100	A
80 – 89.9	B
70 – 79.9	C
60 – 69.9	D
0 – 59.9	F

EXAMINATION FORMAT

The Exams will Multiple-Choice and True and False Exams

EXAMINATION POLICIES AND PROCEDURES

Total	1000	100 %	<u>Examination Procedures:</u> Unless
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otherwise stated by the professor, all assessments of students, including, but not limited to, examinations, tests, quizzes, and all other in-class or take-home assignments are “closed book” and, therefore, to be taken without the aid of any other person or materials.

Each student must place *all* items and materials, except those designated by the professor, at the front, back, or side of the classroom before the start of each assessment activity. Any and all devices that can transmit, receive, record, retrieve, or play back information (such as palm pilots, cell phones, two-way pagers, etc.) are prohibited and may not be used. Any student who uses the aforementioned for *any* reason will (1) not be allowed to continue the examination, (2) will not receive credit for any portion of the examination, and (3) will be subject to review by the appropriate School’s Judiciary Committee for academic misconduct.

EXAMINATION POLICIES AND PROCEDURES (CONTINUED)

Students are required to sit in every other seat whenever possible and are not permitted to share calculators or any other equipment, to wear headphones, or to take apart (disassemble) the examination. Once the examination has begun, any student who leaves the examination room for any reason will not be allowed to re-enter and continue the examination. Each student may be required to present a valid University ID in order to sit for an examination.

No absence will be permitted from any scheduled examination without prior written notification to and authorization from the professor and for reasons of health, death in the family, or other emergency. Each unexcused absence from an examination or presentation or any other assignment in which the student is graded will result in a grade of “zero” for that portion of the course. Students who are more than 15 minutes late will not be allowed to sit for any examination. Furthermore, a student who is late for any examination, presentation, or quiz will not be provided additional time to complete the assignment.

Make-up Test Policy: Tests must be taken at the assigned time. The professor retains complete discretion regarding the policy pertaining to examinations missed by students. In other words, students are not entitled to “make up” a missed examination. In this class, no make-ups will be given absent unusual circumstances (as determined by the instructor) and only then with advance notice to and permission from the instructor. Each and every student must present satisfactory (as determined by the professor) written documentation of the reason for requesting a make-up opportunity.

Research Paper Requirements: Unless otherwise designated by the professor, any outside work submitted by the student, including but not limited to case studies, research papers, and writing assignments, must be the original and sole creation of the student, including, where appropriate, footnotes or endnotes and a bibliography. Please review the definition of plagiarism contained in the *Academic Code of Student Conduct*. All written assignments will be graded for content, organization, grammar and .

OFFICE HOURS

I will be available to meet and discuss any academic issues that may arise regarding the subject matter of the course or concerns that you may have during my office hours. Please note that office hours will not serve as an “alternative” class meeting, and I re-emphasize that it is your responsibility to find out from your classmates information that you have missed. Furthermore, any discussions we may have outside class will not count toward your grade.

CLASS SCHEDULE (Guest Speakers Will Be Announced Once Scheduled)

Wednesday, January 7, 2009	Introduction of Professor and Students Discussion of course Requirements
Tuesday, January 13, 2009	Discussion of Course Requirements <ul style="list-style-type: none">➤ What is Marketing?➤ The Importance of Marketing
Thursday, January 15, 2009	Entrepreneurship and Marketing <ul style="list-style-type: none">➤ Assignment: Read➤ Assignment: Discussion#1 (On-Line) The Preface and Chapter 1: Picture the Future Chapter 2: The Rules Have Changed
Tuesday, January 19, 2009	Inauguration Day
Thursday, January 22, 2009	Class Discussion of the Preface and Entrepreneurship Marketing <ul style="list-style-type: none">➤ Assignment: Discussion #1 (On-Line Continued)
Tuesday, January 27, 2009	Lecture and Discussion on Chapter 1 and Chapter 2

➤ **Assignment:** Read

Chapter 3: The Customer of The Future

Chapter 4: Do The Dogs Like The Dog Food?

Thursday, January 29, 2009

Assignment: Read (Continued)

Chapter 3: The Customer of The Future

Chapter 4: Do The Dogs Like The Dog Food?

Tuesday, February 3, 2009

Lecture and Discussion on Chapter 3 and Chapter 4

- **Assignment: Quiz:** Preface, Chapters 1-4 on and the Black Enterprise Conference
The Quiz is on Blackboard, (on-line)
Deadline for the Quiz is Monday, February 9, 2009 by mid-night!

- **Assignment:** Read
Chapter 5: Creating Markets and the People Creating Them

Thursday, February 5, 2009

Assignment: Quiz Chapters 1-4 and the Black Enterprise Conference on Blackboard
Deadline for the Quiz is Monday, February 9, 2009 by mid-night!

Chapter 5: Creating Markets and the People Creating Them

Tuesday, February 10, 2009

Lectures and Discussion on Chapter 5 (Continued)
Industry Analysis Lecture and Mid-Term Exam Review

- **Assignment:** Read
Chapter 6: Strategic Innovation and the Marketer
Chapter 7: Running a Different Race
Assignment: Industry Analysis Research

Thursday, February 12, 2009

- **Assignment:** Read (Continued)
Chapter 6: Strategic Innovation and the Marketer
Chapter 7: Running a Different Research
Chapter 8: Trends in Customer Communication Practices

Thursday, February 12, 2009 (Continued)

- Assignment:** Industry Analysis Research and Mid-Term Exam
- **Mid-Term Exam**
On-Line on Blackboard, Multiple Choice and True and False Exam, 50 questions, 5 points each.
Chapters 1-8

Tuesday, February 17, 2009

Industry Analysis and Marketing Analysis

- **Assignment: Mid-Term Exam**
On Blackboard
Deadline: Sunday, February 22, 2009 by mid-night

Thursday, February 19, 2009

- **Assignment: Mid-Term Exam** on
On Blackboard
Deadline: Monday, February 23, 2009 by mid-night

Tuesday, February 24, 2009

Lecture on Marketing Analysis

- **Assignment:** Discussion on
Blackboard

Thursday, February 26, 2009

Assignment: Discussion on Blackboard

Chapter 8 (Continued)

Tuesday, March 3, 2009

Lecture on Marketing Analysis and Chapter 8

- **Assignment:** Read Chapter 9
The Magic of Marketing JuJu

Thursday, March 5, 2009

Assignment: Read (Continued)
Chapter 9
The Magic of Marketing JuJu

Tuesday, March 10, 2009

Lecture: The Marketing Plan Format

- **Assignment:** Read
- Chapter 10: Lessons from The Red Queen
- Chapter 11: Pricing Secrets of Market Shapers
- **Assignment:** Quiz
Due Monday, March 23, 2009

Thursday, March 12, 2009

The Marketing Plan Format

Assignment: Discussion on Blackboard

- Chapter 10: Lessons from The Red Queen
- Chapter 11: Pricing Secrets of Market Shapers
- **Assignment:** Quiz
Due Monday, March 23, 2009

March 14-22, 2009

Spring Break

Tuesday, March 24, 2009

Lecture: The Marketing Plan Format

- **Assignment:** Read
- Chapter 12: Changing Channels
- Chapter 13: Real Gold Goes To the Bold

Thursday, March 26, 2009

The Marketing Plan Format

Assignment: Read

- Chapter 12, Chapter 13
Chapter 14: Marketing Strategy in the Digital Age and Chapter 15:
- Customer Capital

Tuesday, March 31, 2009

Lecture: The Marketing Plan Format

- **Assignment:** Read
- Chapter 14: Marketing Strategy In the Digital Age
Chapter 15: Customer Capital
Chapter 16: The Acid Test

Thursday, April 2, 2009

The Marketing Plan Format
The Business Plan Format

Chapters 14, 15 and Chapter 16

Tuesday, April 7, 2009

The Business Plan Format
Wrap Up Lecture

Thursday, April 9, 2009

The Business Plan
Preparation

Tuesday, April 14, 2009

Tentative: Black Enterprise Field Trip
New York, NY

Thursday, April 16, 2009

The Business Plan
Preparation

Tuesday, April 22, 2009

**Business Plan Presentations
Written Plan Submission**

Thursday, April 23, 2009

Classes End!!!!

Have A Great Summer!