

## Syllabus

### Course description

<b>Course title</b>	Entrepreneurial Marketing
<b>Course code</b>	27239
<b>Scientific sector</b>	SECS-P/08
<b>Degree</b>	Master in Entrepreneurship and Innovation
<b>Semester and academic year</b>	1st semester, ay 2022-23
<b>Year</b>	2nd study year
<b>Credits</b>	6
<b>Modular</b>	No

<b>Total lecturing hours</b>	36
<b>Total lab hours</b>	0
<b>Total exercise hours</b>	0
<b>Attendance</b>	suggested, but not required
<b>Prerequisites</b>	Not foreseen
<b>Course page</b>	<a href="#">Course Offering - enrolled before 2022 / Free University of Bozen-Bolzano (unibz.it)</a>

<b>Specific educational objectives</b>	<p>The course refers to the typical educational activities and belongs to the scientific area of Business Administration.</p> <p>The course is designed to grasp the state of the art knowledge of Entrepreneurial Marketing and to develop a practical understanding of Entrepreneurial Marketing along with a set of tools for practical application of the gained insights.</p> <p>In addition to general marketing, this course deals with the special marketing challenges for entrepreneurs. For example, the course addresses how technological innovations find their markets, or which marketing strategies are efficient and can be implemented with limited resources.</p> <p>The course combines three didactic approaches to convey the contents. Firstly, the essential knowledge is communicated via frontal teaching, secondly, knowledge is discussed, reflected and deepened in oral discussions and case analyses, and thirdly, knowledge is applied and translated into applicable tools in a project work in groups.</p>
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<b>Lecturer</b>	Thomas Maran, PhD, <a href="mailto:thomas.maran@unibz.it">thomas.maran@unibz.it</a>
<b>Scientific sector of the lecturer</b>	SECS-P/08
<b>Teaching language</b>	English

<b>Office hours</b>	Appointment by arrangement
<b>Lecturing assistant</b>	Not foreseen
<b>Teaching assistant</b>	Not foreseen
<b>Office hours</b>	18
<b>List of topics covered</b>	<ul style="list-style-type: none"> <li>• Marketing for Entrepreneurs</li> <li>• Marketing approach to product development</li> <li>• Market analysis</li> <li>• Developing forecasts</li> <li>• Customer analysis</li> <li>• Market segmentation</li> <li>• Market positioning</li> <li>• Product life cycle</li> <li>• Customer lifetime value</li> <li>• Pricing strategy</li> <li>• Distribution channels</li> <li>• Advertising, promotion and sales</li> <li>• Customer relationship management</li> </ul>
<b>Teaching format</b>	Frontal lectures, exercises, and team-based project work

<b>Learning outcomes</b>	<p>The following learning objectives will be met by the course:</p> <p><i>Knowledge and understanding:</i> The students grasp the most important and practice-relevant knowledge of marketing and, in particular, marketing in entrepreneurial ventures. The students have a systematic understanding of this content, are able to integrate this knowledge and are familiar with the current state of research on the subject.</p> <p><i>Applying knowledge and understanding:</i> Students are able to put the knowledge of Entrepreneurial Marketing into practice. They solve specific problems in marketing for entrepreneurial ventures by themselves and are able to develop and apply new and innovative solutions. In particular, they are able to conduct in-depth market research on various entrepreneurial opportunities and to develop a tailored marketing plan.</p> <p><i>Making judgments:</i> The students can deal with the complexity of the challenges in marketing entrepreneurial ventures. They can assess existing marketing strategies in a qualified manner and reflect on them critically, both technically and ethically.</p> <p><i>Communication skills:</i> Students will be able to communicate their knowledge of entrepreneurial marketing to both lay and professional audiences. In doing so, they can logically and coherently weigh up, argue about, and explain their decisions.</p>
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	<p><i>Learning skills:</i> The students know the most important sources of reliable and up-to-date knowledge on entrepreneurial marketing. This enables them to learn new things independently. The knowledge acquired in the course is organized in such a flexible way that they are able to link new contents and trends in this field to the existing knowledge and thus comprehend and apply them.</p>
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<p><b>Assessment</b></p>	<p>The achievement of the learning objectives is assessed through three outcome measures:</p> <ul style="list-style-type: none"> <li>• <i>Written exam (45% - 15 points):</i> A written exam in multiple choice format is designed to measure both the knowledge of the contents and their deeper comprehension (classical knowledge questions) as well as the initial application of what has been learned (case scenarios with alternatives to choose from).</li> <li>• <i>Project work (45% - 15 points):</i> For each unit of the course, students will directly apply the knowledge and skills learned in that unit to an entrepreneurial opportunity (a pre-defined business idea). The rigors of this team-based project work go beyond mere application of what has been learned and require the development of a new mix of marketing strategies, course prepared but now self-directed learning of marketing tools and their application, and critical judgment of various marketing approaches. The results of the project work in groups will be mapped as a project report and in virtual form (visual tools and research on Miro).</li> <li>• <i>Class participation (10%- 4 points):</i> Assessment of participation in class and accompanying project units will relate to oral and written (e.g., team discussions) contributions by students. This includes critical reflection, guided discussion, synthesis, and further development of course content.</li> </ul> <p>Both attending and non-attending students are expected to deliver the same results, except from class participation.</p> <p><i>NOTE: Project work and classroom contributions are valid for 1 academic year and cannot be carried over beyond that time-frame.</i></p>
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<b>Assessment language</b>	English
<b>Evaluation criteria and criteria for awarding marks</b>	<p>The final grade results from the addition of the following partial achievements: for attending students (1) Written exam (45% - 15 points), (2) Project work (45% - 15 points), (3) Class participation (10%- 4 points); for non-attending students (1) Written exam (50% - 17 points), (2) Project work (50% - 17 points).</p> <p>The following evaluation criteria are essential for the assessment:</p> <ul style="list-style-type: none"> <li>• Correctness and reliability of the statements</li> <li>• Structure and clarity of the statements</li> <li>• Logic and coherence of the statements</li> <li>• Quality and extent of the research as a basis for the statements</li> <li>• Integration and interconnectedness of the learned content</li> <li>• Activity and proactivity regarding the contributions</li> <li>• Evidence-based choice and application of the learned content</li> <li>• Quality, applicability and innovativeness of the results</li> </ul>
<b>Required readings</b>	To be announced in the lessons.
<b>Supplementary readings</b>	<p>Selected chapters from:</p> <ul style="list-style-type: none"> <li>• Belch, G. E., &amp; Belch, M. A. (2004). <i>Advertising and promotion: An integrated marketing communications perspective</i>. Boston: McGraw-Hill.</li> <li>• Kerin, R. A., Hartley, S. W., &amp; Rudelius, W. (2011). <i>Marketing</i>. Boston: McGraw-Hill/Irwin.</li> <li>• Kotler, P., Armstrong, G., &amp; Cunningham, M. H. (2005). <i>Principles of marketing</i>. Toronto: Pearson Prentice Hall.</li> </ul> <p>In addition, various practitioner-oriented literature and tools, e.g.:</p> <ul style="list-style-type: none"> <li>• Aulet, B. (2013). <i>Disciplined entrepreneurship : 24 steps to a successful startup</i>. Hoboken NJ: John Wiley &amp; Sons Inc.</li> <li>• Gruber, M. &amp; Tal, S. (2017). <i>Where to play: 3 steps for discovering your most valuable market opportunities</i>. Harlow (UK): Pearson.</li> <li>• Osterwalder, A., Pigneur, Y., Bernarda, G., &amp; Smith, A. (2015). <i>Value Proposition Design: How to Create Products and Services Customers Want</i>. Hoboken (NJ): Wiley.</li> </ul>