

Syllabus

Course description

Course title	Entrepreneurial Marketing
Course code	27239
Scientific sector	SECS-P/08
Degree	Master in Entrepreneurship and Innovation
Semester and academic year	1st semester, ay 2020-21
Year	2nd study year
Credits	6
Modular	No

Total lecturing hours	36
Total lab hours	0
Total exercise hours	0
Attendance	Recommended
Prerequisites	Not foreseen
Course page	https://www.unibz.it/de/faculties/economics-management/master-entrepreneurship-innovation/course-offering/?academicYear=2020

Specific educational objectives	<p>The course refers to the complementary educational activities and belongs to the scientific area of Business Administration.</p> <p>• This course is about the marketing challenges in an entrepreneurial firm. Entrepreneurship is the discovery, enactment and pursuit of new business opportunities. Successful execution of an entrepreneurial idea requires a sound marketing plan. In this course, we will investigate how marketing tools can enable entrepreneurs to realize the full potential of their ideas</p> <p>At the end of this course, students will be able to:</p> <ul style="list-style-type: none"> • Apply basic marketing concepts in entrepreneurial settings • Understand how marketing tools can help overcome some of the challenges faced by new ventures and thus the contribution of marketing to entrepreneurial success • Understand the purpose of a marketing plan for an entrepreneurial idea as well as its fundamental components • Develop a marketing plan for an entrepreneurial idea
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Lecturer	PINELLI Michele, mpinelli@unibz.it
Scientific sector of the lecturer	SECS-P/08
Teaching language	English
Office hours	please refer to the lecturer's web page
Lecturing assistant	Not foreseen
Teaching assistant	Not foreseen
Office hours	18
List of topics covered	<ul style="list-style-type: none"> • Marketing for entrepreneurship • Demand Forecasting • Product and positioning • Entrepreneurial Pricing strategy • Entrepreneurial Distribution strategy • Entrepreneurial Communication strategy • Managing the relationship with customers • Setting the startup up
Teaching format	Frontal lectures

Learning outcomes	<p>Knowledge and understanding: Sufficient insight into entrepreneurs and entrepreneurial processes in order to:</p> <ul style="list-style-type: none"> • Understand the role and challenges of an entrepreneur • Understand the marketing challenges of entrepreneurial ventures • Understand how marketing tools can help overcome some of the challenges faced by new ventures and thus the contribution of marketing to entrepreneurial success • Understand the purpose of a marketing plan for an entrepreneurial idea as well as its fundamental components <p>Applying knowledge and understanding:</p> <ul style="list-style-type: none"> • Apply basic marketing concepts in entrepreneurial settings • Develop a marketing plan for an entrepreneurial idea <p>Making judgments:</p> <ul style="list-style-type: none"> • Students will acquire experience in making judgements about the marketing tools available to entrepreneurial ventures with scarce resources <p>Communication skills</p> <ul style="list-style-type: none"> • Students should be able to communicate the
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	<p>knowledge and rationale of their conclusions clearly and unambiguously to both specialist and non-specialist audiences</p> <p>Learning skills</p> <ul style="list-style-type: none"> Students will acquire the fundamental knowledge that is necessary not just to operate but to accumulate further knowledge either on their own or through advanced courses
Assessment	<p>Written exam (60% - 20 points), project work (30% - 10 points) and class participation (10%- 4 points).</p> <p>Class attendance and participation are fundamental components of learning, but they must not be confused. While attendance is important, it is active participation in the class discussion that is evaluated</p> <p>For non-attending students: written exam (100%)</p> <p><i>NOTE: Classroom contributions are valid for 1 academic year and cannot be carried over beyond that time-frame.</i></p>
Assessment language	English
Evaluation criteria and criteria for awarding marks	<p>Written exam (60% - 20 points), project work (30% - 10 points) and class participation (10%- 4 points). Class attendance and participation are fundamental components of learning, but they must not be confused. While attendance is important, it is active participation in the class discussion that is evaluated</p> <p>For non-attending students: written exam (100%)</p> <p>Relevant for written work:</p> <ul style="list-style-type: none"> deep knowledge and understanding of the topics clarity of expression logic and coherence (in terms of structure and arguments) integration of the various topics establish logical relationships between sub-topics <p>Relevant for class contribution:</p> <ul style="list-style-type: none"> Active participation is an essential part of the learning experience. Meaningful participation means making a contribution to our discussion, not merely talking, and it does not mean repeating case facts or simply agreeing with what others have already said.

	- Of interest is not in "right" or "wrong" it is on whether you have made a contribution to the development of the issues under debate
Required readings	Lodish, Morgan, Archambeau. Marketing That Works, Pearson Philip Kotler - Kevin L. Keller - Fabio Ancarani - Michele Costabile. Marketing management 15/Ed, Pearson
Supplementary readings	Possible cases and papers presented in the lectures.