

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 2021-22
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=2021

Specific educational objectives	<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 knowledge and rationale of their conclusions clearly and unambiguously to both specialist and non-specialist audiences
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	<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
<p>Assessment</p>	<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><i>NOTE: Classroom contributions are valid for 1 academic year and cannot be carried over beyond that time-frame.</i></p>
<p>Assessment language</p>	<p>English</p>
<p>Evaluation criteria and criteria for awarding marks</p>	<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
<p>Required readings</p>	<p>Lodish, Morgan, Archambeau. (2015) Marketing That Works, Pearson</p>

	Cases and papers presented in the lectures.
Supplementary readings	Philip Kotler - Kevin L. Keller - Fabio Ancarani - Michele Costabile. Marketing management 15/Ed, Pearson