

Standard Course Outline

MKTG 692 Entrepreneurial Marketing and Innovation

I. General Information

- ♦ Course number: MKTG 692
- ♦ Title: Entrepreneurial Marketing and Innovation
- ♦ Units: 3 credits
- ♦ Prerequisites: MKTG 500
- ♦ Course Coordinator: Department Chair
- ♦ Date prepared/revised: September 2019/October 2020

II. Catalog Description

This course examines the strategies and processes startups, large companies and entrepreneurial organizations use to ideate, evaluate, design, develop, and launch new products and services. The course covers the traditional new product development process in depth while also learning about the lean startup method of build-measure-learn feedback loop. The course focuses on marketing strategies for entrepreneurial businesses and marketing innovation process. Letter grade only (A-F).

III. Curriculum Justification(s)

The rate of failure of new products/services is high. Entrepreneurs need to practice disciplined new product development processes to improve their chance of success. In this course, students will learn the main steps of new product development process including opportunity identification and selection, concept generation, testing, development and marketing in the context of entrepreneurial businesses. Students will learn how to evaluate customer value and incorporate that into the new product development process

IV. Course-Level Learning Objectives

The course investigates the disciplined and strategic processes for entrepreneurial marketing and innovation. By the end of the course, students will be familiar with both the traditional as well as the Lean Startup methodology for product innovation and be able to apply it in an entrepreneurial marketing context. The course provides the student with a necessary mix of (1) critical analysis and ethics, (2) learning and application of concepts and techniques, and (3) communication and presentation skills.

- **Critical Thinking:** Students will demonstrate an ability to (a) plan and execute a marketing plan for new product development in the information age as well as analyze and monitor the marketing development processes to minimize mistakes and, (b) apply a

disciplined new product development process to the marketing plan for an entrepreneurial business.

- **Ethics:** Students will understand the larger ethical and social responsibility consequences of conducting appropriate marketing research to evaluate innovation and marketing strategies using ethical, legal, and socially responsible choices.
- **Entrepreneurial Marketing Functions:** Students will demonstrate an ability to understand key new product development concepts and marketing analytical techniques as well as the role of innovation in an entrepreneurial marketing context.
- **Application:** Students will demonstrate an ability to apply entrepreneurial marketing and innovation by engaging in case discussions and exercises geared to application of the concepts. In addition, students will demonstrate practical, hands-on ability to apply concepts of innovation in a complex, strategic business simulation.
- **Communications and Presentation:** Students will demonstrate that (a) they can communicate effectively among team members to develop a team-prepared written project and (b) they can make a persuasive, effective oral and written presentation of their project.

V. Outline of Subject Matter

Below is a listing of the topics that must be covered in this course. It does not preclude other topics that are related to entrepreneurial marketing and innovation. As this class is a seminar class, there will be extensive use of case studies, a business simulation and a major team-based project. Multiple-choice exams are not allowed. The specific subject matters to be covered include the following:

1. Product Innovation Process
2. Marketing Strategies for Entrepreneurial Business
3. Marketing plan for Entrepreneurial Business
4. New Product/ Service Ideation
5. New Product Concept Development and Testing – Traditional and Lean Start-Up
6. Branding and Promotion
7. Market Testing and Sales Forecasting including advanced analytical techniques
8. Development and Launch Management

VI. Methods of Instruction

A. Instruction Mode

- Traditional
- Hybrid
- Local Online
- Distance Education

B. Classroom Activities

This course requires a major individual or group project that applies marketing analytics to the context of new product or business innovation.

Case analysis and discussion is the main instructional method.

C. Extent and Nature of Technology Use:

Careful and ethical use of computing resources is the responsibility of every user. As a user of these resources, you agree to be subject to the guidelines of the “[Policy Governing Access to and Use of CSULB Computing Resources](#)”. These guidelines apply to all computing resources provided by the University; some guidelines are more directly related to time sharing systems, some to microcomputers and local area networks, and some to all systems.

VII. Information about Textbooks/Readings

A textbook is optional and encouraged. Suggested books and readings include:

- *New Products Management*, C. Merle Crawford
- *Marketing that Works: How Entrepreneurial Marketing Can Add Sustainable Value to Any Sized Company*, 2nd edition, Leonard M. Lodish, Howard L. Morgan, Shellye Archambeau and Jeffery A. Babin, Pearson Education, Inc.
- *The Lean Startup*, Eric Ries
- *Blue Ocean Strategy*, W. Chan Kim, Renee Mauborgne
- *Leading Digital*, Westerman et al., Boston: Harvard Business School Press.
- Suggested Simulation: Blue Ocean Strategy Simulation (BOSS)

VIII. Instructional Policies Requirements

A. Grading Policy:

- Final course grades shall be based on at least three (3), and preferably four (4) or more, demonstrations of competence by the student. In no case shall the grade on any single demonstration of competence count for more than one-third of the final course grade.
- Examinations preferably use short answer questions, essays, and must require some form of application, critical thinking, and / or integrations of concepts. Multiple-choice questions should be less than 50% of the total exam points. If multiple-choice questions are used, they should predominantly focus on concept and technique application, not simple recall or recognition.
- See [Academic Senate Policy Statement 12-03: Final Course Grades, Grading Procedures, and Final Assessments](#).

B. Policy on Classroom Behavior:

- All cell phones & other electronic devices (e.g., pagers, iPads, iPods, PDAs) must be put on vibrate or turned off and not on your desk during class.
- Students are responsible for what transpired if they miss a class. It is the student's responsibility to contact the instructor or a classmate to determine what was missed. See "Policy on Make-up Exam and Assignments" below.
- Talking and other disruptive behavior are not permitted while classes are in session.
- Students are expected and must do ORIGINAL work for all assignments, including exams. See "Academic Integrity" policy below. It is the student's responsibility to notify the professor in advance of a need for accommodation of a disability that has been verified by the University.
- See also [Department of Marketing Classroom and Online Conduct Policies](#).

C. Policies on Withdrawal, Late Withdrawals, and Incompletes:

The University policy on dropping and withdrawal from classes is set forth in the schedule of classes. Students are obligated to officially withdraw from their courses even though they may not have attended. Withdrawals require the signature of the instructor, the chairperson, and the Dean of the COB.

D. Academic Integrity:

- Students are expected to do original work for all assignments, including exams.
- Students are responsible for their own conduct and all cases of dishonesty (e.g., plagiarism, cheating) will be reported to the proper university officials.
- Students are expected to adhere to the [College of Business policy on academic integrity](#) and the University's [Academic Senate Policy Statement 08-02: Cheating and Plagiarism](#). Please avoid an embarrassing or unfortunate situation.

IX. Disabilities:

The [Bob Murphy Access Center](#) (BMAC) provides certification for students with disabilities and helps arrange relevant accommodations. Any student requesting academic accommodations based on a disability is strongly encouraged to register with Disabled Student Services (BMAC) each semester. A letter of verification for approved accommodations can be obtained from BMAC. Please be sure to provide your instructor with BMAC verification of accommodations as early in the semester as possible. The phone number for BMAC is (562) 985 5401. The email address is: bmac@csulb.edu.

X. Assistive Technology

In compliance with [Accessibility and Faculty Responsibility for the Selection of Instructional Materials \(PS 08-11\)](#), instructors are responsible for ensuring that their syllabi and instructional materials are accessible to all students.

XI. Consistency of SCO Standards across Sections

All future syllabi will conform to the SCO. The course coordinator should review the SCO and offer advice and/or materials to faculty member new to teaching the course. The course coordinator may offer or require regular review of instructors' course materials as well as anonymous samples of student work.

XII. Additional Resources for Development of Syllabi

- [Academic Senate Policy 11-07: Course Syllabi and Standard Course Outlines](#)
- College of Business [Accessible Syllabus Template](#)
- Faculty Center [Course and Syllabus Design](#)