AIMS & OBJECTIVES

This course is designed to introduce students to the core concepts of marketing, with a special emphasis on the marketing of new, innovative products and services where no market previously existed or where the underlying product concepts may be unfamiliar to existing customers. The pedagogical approach emphasizes those market research methods, marketing strategies, pricing analysis and promotional techniques that are particularly useful for entrepreneurial settings. Particular attention is paid to the innovative use of internet as well as non-conventional techniques such as "guerrilla" marketing. The usefulness of these analytical tools is illustrated through concrete case studies of successful entrepreneurial marketing.

PREREQUISITES

Prospective students are those who aspire to be budding entrepreneurs,

- show strong passion and interest in starting their own business;

- and be prepared to invest time and resources to develop a comprehensive understanding of how to market their visions, business ideas as well as themselves

TEACHING MODES

You will learn by reading, listening, watching, thinking, applying, talking, writing and having some fun along the way. More importantly, you will learn by example and by doing. This course will provide a wealth of real world examples of how real-world entrepreneurs apply the principles, concepts and theories that you have learned in the course.

You will attend a three-hour lesson every week, where a variety of learning methods (lectures, videos, discussions and group projects) will be used to facilitate your learning of the topics.

A large portion of your learning and training will be derived from working on a group project where the requirements are:
1) to develop an attractive new or improved product idea into a product offering, and 2) to formulate sound marketing strategies to give the product offering the support it needs to succeed in the marketplace.
3) To develop a detailed marketing plan.

**SCHEDULE**

There will be three classes;

A01 – Monday: 12noon to 3pm (max 58 students)

A02 – Tuesday: 9am to 12noon (max 58 students)

A03 – Tuesday: 3pm to 6pm (max 58 students)

**SYNOPSIS**

This course is designed to introduce students to the core concepts of Entrepreneurial Marketing with a special emphasis on the marketing of new, innovative products and services where no market previously existed or where the underlying product concepts may be unfamiliar to customers. Special emphasis is given to the use of unique and practical approach in marketing your ideas, company and last but not least yourself as an integral part of your business venture.

It is appropriate for students who have an interest in starting a new venture or joining a start-up. Special emphasis will be placed on identifying and analysing opportunities to minimize risks and maximize returns.

This course is pragmatic rather than theoretical; It is designed to familiarize the students with the kind of opportunities and problems likely to be encountered in a new venture and to provide the working knowledge and skills required to pursue a career as business owners and entrepreneurs. The key focus will be the steps necessary to create and grow a new business rather than on the day to day management of the business.

The fundamental thesis of the course is that an entrepreneurial career is a valid and reasonable career alternative. After this course, you may be motivated to start off a career as an entrepreneur or you may realize that your interest and skills lie elsewhere.

**PRACTICAL WORK**

This is a practical course and students will be divided into groups and need to:
1) Identify an innovative product or service concept and explore the feasibility of commercialization. The team is required to make a presentation and sell/market the idea to potential investors.

2) Prepare a detail marketing plan for presentation to potential investors

**ASSESSMENT**

<table>
<thead>
<tr>
<th>Component</th>
<th>Percentage</th>
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</thead>
<tbody>
<tr>
<td>Idea generations presentation</td>
<td>20%</td>
</tr>
<tr>
<td>Individual (10%) Group (10%)</td>
<td></td>
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<tr>
<td>Class Participation</td>
<td>10%</td>
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<tr>
<td>Final Exam (Individual)</td>
<td>30%</td>
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<tr>
<td>Pilot Testing (Group)</td>
<td>10%</td>
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<tr>
<td>Marketing plan preparation &amp; presentation (Group)</td>
<td>30%</td>
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**NOTEBOOK COMPUTERS**

** Students are encouraged to bring along their notebook computers to class for project work as well as using it to gain quick access to online resources and information

**CLASS ATTENDENCE**

The course is packed with substantial amount of course information and materials; there will be 9 lectures and 4 presentation sessions in total. As such attendance for every session is compulsory and attendance will be taken.

** If you miss one session it will be equivalent to 11% of the course.

**TEXT & READINGS**

**Principles of Marketing**

**MARKETING PLAN HANDBOOK**

**COURSE SCHEDULE**
Please refer to the attached in pdf format