

Deb's office hours: T/Th 12:30-1:15pm Mackenzie #265. Email dlhagen@uw.edu

TA Jenea Sengupta office hours: M 11:20am-12:20pm/W 12:20-1:20pm Mackenzie #354 Email jenea@uw.edu

As an Entrepreneurial Marketing MKTG 455A student, you acknowledge that you are a member of a learning community in the Foster School of Business that is committed to the highest academic standards. As such, you agree to uphold the fundamental standards of honesty, respect, and integrity, and you accept the responsibility to encourage others to adhere to these standards.

Course Description:

This course is designed to expose students to the unique challenges of marketing in start-up organizations and to provide tips and techniques for launching and promoting a young company. Students enrolling in MKTG 455 are expected to understand the basic theories and principles of marketing as taught in MKTG 301. We touch on them only briefly throughout this course. We will apply those marketing principles to various entrepreneurial marketing situations and build upon them with recent marketing theory and through application to specific cases. A key component of this course is the development in teams of a full marketing plan for a local entrepreneur. The assignment of companies for these team projects is literally done by drawing names from a hat; teams may not designate a preferred company. Companies are recruited by the instructor in advance of the quarter. Students may not develop plans for companies in which they may be involved as their final paper for this course. All team members must participate in presentations highlighting key elements of their marketing plans at quarter end.

Course Objectives:

- Provide a clear view of the challenges and opportunities of marketing for entrepreneurial organizations with ample opportunity to question entrepreneurs on a variety of marketing topics.
- Provide "how to" instructions for entrepreneurial marketing
- Provide hands-on experience developing a complete marketing plan – including conducting some degree of primary research – for actual local entrepreneurships.

Grading plan:

All assignments are graded on the basis of how well you understand and articulate the important issues in the case and how well reasoned your decisions or recommendations are. On all assignments, you should expect a grade ranging from 70% to 80% for an analysis lacking depth, from 81% to 90% for a solid analysis, and from 91% to 100% for an exceptionally strong analysis. Most grades will fall between 81% and 90%; grades above 90% will be awarded only rarely. All assignments are posted on the Catalyst class website <https://catalyst.uw.edu/workspace/dlhagen/34340/>. You may submit your assignments electronically through the site as well. **Papers turned in late are subject to an automatic 5% reduction in grade. Papers more than**

24 hours late will not be accepted. Students not turning in case study papers on time should not attend the class discussion of the case and expect to have a late paper accepted. The only exceptions are emergencies, which will be considered on a case-by-case basis.

Assignments and Grading:

Assignments	Contribution toward grade	Deadline
MarketSoft case study assignment (individual)	15%	Jan. 22 nd
1 st half Class Participation (individual)	10%	Feb. 7 th
Green Ox case study Mid-Term Exam (individual)	20%	Feb. 12 th
Z Corp. case study assignment (individual)	15%	Feb. 21 st
Team Marketing Plan	23%	Mar 7 th
Marketing Plan Team Presentation	2%	Mar 12 th and 14 th
Marketing Plan Team Peer Evaluation (individual)	5%	Mar 14 th
2 nd half Class Participation (individual)	10%	Mar 14 th

Required Texts:

- MKTG 455A Course Pack available at UW Book Store
- Radical Marketing by Sam Hill & Glenn Rifkin, © 1999, Harper Perennial
- Crossing the Chasm, Geoffrey A. Moore, © 1999, Harper Perennial

Free ebooks, articles and blog posts are also assigned as required reading throughout the course. For a detailed schedule of assigned readings, assignments and guest speakers, see the course schedule below.

Instructors' Bios:

Deb Hagen-Lukens is a seasoned marketing communicator with more than 25 years of experience developing and managing public relations and marketing communications programs across a wide variety of industries from packaged consumer goods to industrial products, trade associations to technology. She has worked with leadership teams on the launch of dozens of new companies, including helping guide strategic planning, vision and mission statement development, positioning, messaging, brand development and tactical campaigns. She has been the lecturer for entrepreneurial marketing at the University of Washington's Michael G. Foster Business School since Jan. 2007. Read her blog at <http://www.claritycommunicationsconsulting.com/blog/>. You can also find her at http://twitter.com/Clarity_Comm, www.facebook.com/ClarityCommunicationsConsulting and on LinkedIn at <http://www.linkedin.com/in/debhagenlukens>.

MKTG 455A Syllabus • Fall Quarter 2012 • Course Schedule • Tues./Th. 1:30 - 3:20 p.m. BHQ B024

COURSE SCHEDULE (Guest speakers subject to change)

#	DATE	TOPIC	READINGS, ASSIGNMENTS, DEADLINES
1	1/8 Tu.	Course overview	<p><i>Get your course books now!</i></p> <p>2:10-3:20pm Entrepreneur Guest Speaker: Kushal Chakrabarti, Founder, Vittani.org http://www.huffingtonpost.com/kushal-chakrabarti/</p>
2	1/10 Th.	"From concept to company"	<p><i>Radical Marketing</i>, Chap. 1: "Getting to Radical," pp. 1-17, and Chap. 12: "Boston Beer Company," pp. 225-247</p> <p>"5 Ways Your Brand and Branding Define You" http://smallbiztrends.com/2011/08/5-way-brand-branding-define-you.html</p>
3	1/15 Tu.	"Understanding the customer"	<p>Chap. 1: High-Tech Marketing Illusion (technology adoption life cycle) pg. 9-25, <i>Crossing the Chasm</i></p> <p>Chap. 4: "Target the Point of Attack," <i>Crossing the Chasm</i>, pp. 89-106</p>
4	1/17 Th.	Introduction to project co.'s <ul style="list-style-type: none"> • 2morrowMobile • Easy Way Apartments 	<p>Co. 1 presentation 1:35-2:20 pm – Brandon Masterson, 2MorrowMobile</p> <p>Co. 2 presentation 2:30-3:20 pm – Eli Moreno, Easy Way Apartments</p>
5	1/22 Tu.	"Doing customer research"	<p>Case Study 1: MarketSoft, <i>Harvard Business School</i> #9-800-069, 12/11/00</p> <p>✓ 1st graded assignment due at class</p> <p>Class discussion: MarketSoft</p>
6	1/24 Th.	"Lessons from Radical Marketing"	<p><i>Radical Marketing</i>, Chap. 5-6: "The Deafening Roar of a Lifestyle Brand," pp. 73-98, and "Marketing a Mission, Remaking an Industry," pp. 99-121,</p>
7	1/29 Tu.	"Segmenting and targeting your audiences"	<p>Chap. 2: "High-Tech Marketing Enlightenment" <i>pages 27-41 ONLY</i>, <i>Crossing the Chasm</i></p>
8	1/31 Th.	Positioning	<p>"Market Customization: Market Segmentation, Targeting and Positioning," <i>Harvard Business Press</i></p> <p>http://www.creativebrandmarketing.co.uk/blog/2009/10/brand-positioning-example/</p> <p>http://brand.blogs.com/mantra/2005/02/brand_positioni.html</p>
9	2/5 Tu.	"Managing distribution"	<p>"Inside the Smartest Little Company in America," Inc. Magazine Cranium profile, Jan. '02, http://www.inc.com/magazine/20020101/23798.html</p> <p>Guest Lecturer: Elizabeth Andreini, Principal,</p> <p>Chap. 7: "Launch the Invasion," <i>Crossing the Chasm</i>, pp. 163-188</p>

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		Accelerate Marketing http://accelerate-marketing.com/about-3/	
10	2/7 Th.	"Pricing"	"Pricing as Entrepreneur Behavior," by Schindehutte and Morris; <i>Business Horizons</i> , Jul/Aug. 2001 ✓ 1/8-2/7 Class Participation Self Evaluations due at 1:30
11	2/12 Tu.	"Intro to MARCOM Concepts"	GreenOx case study ✓ Mid-term assignment due
12	2/14 Th.	"SEO" Guest Speaker Conrad Saam, Marketing Director, UrbanSpoon http://searchengineland.com/author/conradsaam	"Paid search: the innovation that changed the Web," <i>Business Horizons</i> , 2007 What is SEO? Video http://searchengineland.com/what-is-search-engine-optimization-the-three-minute-video-92521?utm_source=twitterfeed&utm_medium=twitter&utm_campaign=feed-main Your company's blog could be one of your strongest marketing tools--so get talking. By Guy Kawasaki, <i>Entrepreneur Magazine</i> , Feb. 2008, http://www.entrepreneur.com/magazine/entrepreneur/2008/february/188886.html Blog -- It's a Good Four Letter Word By Ramon Ray, Inc. Technology, http://technology.inc.com/internet/articles/200611/ramonraynov.html
13	2/19 Tu.	Guest Speaker TBD	Download and read Eloqua's free Social Media Playbook http://media.eloqua.com/documents/Eloqua_Social_Media_Playbook_Public.pdf http://www.digitalbuzzblog.com/infographic-the-growth-of-social-media-2011/
14	2/21 Th.	"Distribution decisions"	Case Study 3: Z Corporation, <i>Harvard Business School</i> #9-801-210, 4/13/05 ✓ 3rd graded assignment due Class discussion: Z Corporation
15	2/26 Tu.	"Public Relations: the entrepreneur's secret weapon" Guest Speaker Deanna Leung Madden and Michele Mehl, Principals, BuzzBuilders http://www.buzzbuilders.net/A	"Public Relations Comes of Age," <i>Business Horizons</i> , 2006 "The New Rules of Getting Press for Your Start-up", Inc. Magazine: http://www.inc.com/guides/201108/public-relations-for-start-ups.html http://www.bulldogreporter.com/dailydog/article/eighty-percent-consumers-reverse-purchase-decisions-based-negative-online-reviews-n http://thinklikecenter.com/consultant/5-easy-steps-to-writing-a-press-release

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		bout-Us.aspx			
1 6	2/28 Th.	"Advertising in the Internet Age" Guest Speaker Steven Clough, Media Director, Wililams Helde Marketing Communications http://www.linkedin.com/in/cloughs	Download and read William-Helde's Digital Media Playbook http://www.williams-helde.com/pdf/WilliamsHeldeDigitalPlaybook2011.pdf		
1 7	3/7 Tu.	Integrated Marketing Marketing Plan Checklist	High 5 Pie MKTG 455A case study http://www.high5pie.com/about.html		
1 8	3/7 Th.	Key Take-aways for Entrepreneurial Marketing Course Wrap up	10 Marketing Trends for 2010 http://www.entrepreneur.com/article/204804 10 Marketing Trends for 2011 http://www.entrepreneur.com/article/217849 No reading assignments ✓ FINAL PAPERS DUE ▪ Electronic marketing plans must be submitted through the class website on Catalyst https://catalyst.uw.edu/workspace/dlhagen/31704/ ▪ <u>TWO stapled, 2-sided paper copies due at class</u> Course evaluations completed toward end of class.		
1 9	3/12 Tu.	2morrowMobile team presentations	Presentations: 1:35-1:50 Team 1 1:55-2:10 Team 2	2:15-2:30 Team 3 2:30-2:45 break	2:45-3:00 Team 4 3:05-3:20 Team 5
2 0	3/14 Th.	Easy Way Apartment team presentations	1:35-1:50 Team 1 1:55-2:10 Team 2	2:15-2:30 Team 3 2:30-2:45 break	2:45-3:00 Team 4 3:05-3:20 Team 5
			✓ 2/12-3/12 class participation self evaluations due Confidential Marketing Plan peer evaluations due		