SUMMER 2016 COURSE OFFERINGS

Please see the descriptions below for the Foster MBA Summer quarter elective course offerings. To request a space in a class, please email mbaregis@uw.edu. We will begin taking requests for summer courses on Monday, April 4, 2016 at 8:00am. Class requests will be processed on a first-come, first-served basis. Early requests are discarded.

NOTE: The Deadline to request summer courses is June 10, 2016.

ENTRE/FIN 557 A/B – ENTREPRENEURIAL FINANCE (4 CREDITS)

<table>
<thead>
<tr>
<th>INSTRUCTOR:</th>
<th>Lance Young</th>
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<tbody>
<tr>
<td>CLASS MEETS ON:</td>
<td>Tuesdays, June 21 – August 16</td>
</tr>
<tr>
<td>TIMES:</td>
<td>6:00 – 9:30 pm</td>
</tr>
<tr>
<td>ROOM:</td>
<td>Paccar Hall, Room 394</td>
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<tr>
<td>PREREQUISITE:</td>
<td>BA 500 or FIN 502</td>
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Course Description:
Analyzes the unique financial issues facing entrepreneurial firms. Topics include assessing financial performance, financial forecasting and planning, financial management of rapidly growing businesses, start-up ventures, valuation, sources of financing, venture capital, initial public offerings, and the decision to harvest.

For more detail, see the [Winter 2016 syllabus](#).

MKTG 511 A/B – BUSINESS-TO-BUSINESS MARKETING (4 CREDITS)

<table>
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<tr>
<th>INSTRUCTOR:</th>
<th>Rob Pollack</th>
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<tr>
<td>CLASS MEETS ON:</td>
<td>Thursdays, June 23 - August 18</td>
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<tr>
<td>TIMES:</td>
<td>6:00 – 9:30 pm</td>
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<tr>
<td>ROOM:</td>
<td>Paccar Hall, Room 394</td>
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<tr>
<td>PREREQUISITE:</td>
<td>BA 500 or MKTG 501</td>
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Course Description:
In this course, you will learn:
- A market driven approach to B2B \(\text{It’s about the customer}\)
- How to create value for enterprise customers
- Product line management \| Pricing \| Channel strategy
- Marketing communications \| Customer experience
- Content marketing and social media in B2B...YES in B2B
- Customer satisfaction to customer retention to loyalty

For more detail, see the [Autumn 2015 syllabus](#).
INSTRUCTOR: Tom Giordano

CLASS FORMAT AND SCHEDULE: This is a 7-week “hybrid” course blending the best of online learning, virtual video conferences, and traditional “face-to-face” classroom sessions. The agenda for this course is as follows:

WEEK #1 (19 Jun – 25 Jun)
- Webcast … Friday, 24 Jun …. 12 noon to 1 PM PST
- Online Content

WEEK #2 (26 Jun – 2 Jul)
- Online Content

WEEK #3 (3 Jul – 9 Jul)
- Online Content

WEEK #4 (10 Jul – 16 Jul)
- Webcast … Friday, 15 Jul …. 12 noon to 1 PM PST
- Online Content

WEEK #5 (17 Jul – 23 Jul)
- Online Content

WEEK #6 (24 Jul – 30 Jul)
- Online Content

WEEK #7 (31 Jul – 6 Aug)
- Friday, August 5th from 10:30 AM to 4:30 PM
- Saturday, August 6th from 10:30 AM to 4:30 PM
- Class concludes on Saturday, August 6th

DATES & TIMES: June 19 – August 5 (See above)

One Classroom Session: Paccar Hall, Room 394 on August 5 & 6

PREREQUISITE: BA 500 or MKTG 501

Course Description:

A high percentage of the sales and profits of any business organization are directly tied to the successful introduction of new products and services. Unfortunately, the failure rate of these introductions is high because of the lack of understanding of the process. This course will provide you with the framework, tools, techniques and perspectives to be effective in the development and marketing of new products.

For more detail, see the Summer 2016 course syllabus.