

**Course Outline**

---

**Department of Marketing, International Business and  
Entrepreneurship  
School of Business and Economics**

**ENTR 3710-3  
Marketing for Entrepreneurs (3,0,0)**

**Calendar Description**

Students gain an understanding of marketing in an entrepreneurial context in order to develop the right business opportunities in small and medium-sized enterprises (SME). They learn how to design a marketing information system to identify opportunities, understand customers and develop effective marketing programs that allow SMEs to grow in a competitive market. Topics include: marketing in an entrepreneurial context; finding and evaluating the right marketing opportunity; using marketing research to ensure entrepreneurial success; understanding customers and competitors; segmentation, targeting and positioning for entrepreneurial opportunities; developing new products and services; building and sustaining entrepreneurial brand; entrepreneurial pricing, channel development, supply chain management and promotion; and entrepreneurial marketing plans.

**Educational Objectives/Outcomes**

Upon successful completion of this course, students are able to:

1. Discuss marketing in an entrepreneurial context.
2. Construct the right marketing opportunity.
3. Use marketing research to ensure entrepreneurial success.
4. Examine customers and competitors.
5. Construct segmentation, targeting and positioning strategies.
6. Develop new products and services.
7. Build and sustain entrepreneurial branding.
8. Use entrepreneurial pricing.
9. Review entrepreneurial channel development and supply chain management.
10. Review entrepreneurial promotion.
11. Conduct a marketing audit and develop a marketing plan.

**Prerequisites**

MKTG 2430 or MKTG 2431 or MKTG 3430

**Co-requisites**

None

## Texts/Materials

Crane, G. Frederick, Marketing for Entrepreneurs, 2nd Ed. SAGE Publications Inc., 2013.

## Student Evaluation

Mid-terms	0-20%
Quizzes	0-20%
Participation/attendance	0-10%
Case studies/projects/assignments/simulations	25-50%
Final exam	20-40%

Term tests and the final exam must not make up more than 70 percent of evaluation and group work must not make up more than 50 percent.

## Course Topics

1. Marketing in an Entrepreneurial Context
  - The marketing process for new ventures
  - Using marketing for product- and service-based ventures
  - The external entrepreneurial marketing environment
2. Finding and Evaluating the Right Marketing Opportunity
  - Recognizing, discovering and creating entrepreneurial opportunities
  - Evaluating marketing opportunities
3. Using Marketing Research to Ensure Entrepreneurial Success
  - Marketing research in entrepreneurship
  - Designing a marketing information system
4. Understanding Customers and Competitors
  - Understanding the customer
  - Business customers
  - Understanding competition
5. Segmentation, Targeting and Positioning for Entrepreneurial Opportunities
  - Market segmentation
  - Selecting the target market
  - Positioning
6. Developing New Products and Services
  - Types of new products and services
  - Process of new product development
  - Adoption and diffusion
  - Managing life cycles
7. Building and Sustaining Entrepreneurial Brand
  - What is a brand and why is entrepreneurial branding important?

- The entrepreneurial branding process
  - Entrepreneurial branding strategies
  - The importance of brand equity
8. Entrepreneurial Pricing
- The pricing parameters
  - Cost, competition and customer-based pricing
9. Entrepreneurial Channel Development and Supply Chain Management
- Understanding channels and options
  - Choosing a channel strategy
  - Supply chain management
10. Entrepreneurial Promotion
- The role of promotion
  - The promotional mix
  - The integrated promotional plan
11. Entrepreneurial Marketing Plans
- Difference between the business plan and marketing plan
  - The anatomy of the marketing plan

**Methods for Prior Learning Assessment and Recognition**

As per TRU policy

**Attendance Requirements – Include if different from TRU Policy**

As per TRU policy

**Special Course Activities – Optional**

**Use of Technology – Optional**