

Minnesota State University Moorhead

ENTR 232: Entrepreneurial Marketing

A. COURSE DESCRIPTION

Credits: 3

Lecture Hours/Week: 3

Lab Hours/Week: *.*

OJT Hours/Week: *.*

Prerequisites: None

Corequisites: None

MnTC Goals: None

This course provides an opportunity to develop conceptual knowledge of important entrepreneurial concepts. The focus will be on the processes involved in marketing of goods and services, including the marketing terminology, the marketing mix, consumerism, and marketing segmentation. The concept of market and marketing research and the impacts of competitive structures on marketing decision-making will be covered.

B. COURSE EFFECTIVE DATES: 02/02/2016 - Present

C. OUTLINE OF MAJOR CONTENT AREAS

D. LEARNING OUTCOMES (General)

1. Apply entrepreneurial thinking to market segmentation and targeting decisions.
2. Apply the concepts of risk analysis and risk-taking to marketing decisions.
3. Define how marketing can be an entrepreneurial activity within organizations.
4. Demonstrate entrepreneurial approaches to formulating product, price, promotional and distribution strategies and action programs.
5. Design creative approaches to marketing communications under conditions of severe resource limitations.
6. Develop inexpensive yet reliable and valid approaches to identifying customer needs and conducting market research for entrepreneurial concepts.
7. Identify entrepreneurial opportunities from the emerging trends occurring in marketing practice around the world.
8. Identify the role of marketing in each stage of the entrepreneurial process.
9. Identify ways in which marketing inputs can enhance the new product/service development process.
10. Recognize the fundamental changes taking place in markets and marketing today, and draw implications for companies large and small.
11. Understand the roles of networking and resource leveraging in entrepreneurial ventures, and ways that marketing can facilitate both of these activities.

E. Minnesota Transfer Curriculum Goal Area(s) and Competencies

None

F. LEARNER OUTCOMES ASSESSMENT

As noted on course syllabus

G. SPECIAL INFORMATION

None noted