

**St. Petersburg College of Business- Course Syllabus**  
**ENT2120 – Entrepreneurial Marketing and Sales**  
**Online – Spring 2018**

**Instructor Name:** Dr. April Bailey

**Office:** Seminole Campus – UP 337

**Phone Number:** 727-614-7084

**E-mail:** bailey.april@spcollege.edu

**Office Hours:** By Appointment (Monday, Tuesday, and Thursday)

### **Course Description**

Prerequisite: ENT 1000. This course provides the knowledge, skills and tools for students to successfully plan and research the marketing components and financial aspects of launching a new business venture. This is a practical course intended for those students considering self-employment for the first time or for those who are already committed as entrepreneurs and seeking to expand or diversify their product or service offerings. Students will research target markets, pricing and product placement, competition, study feasibility, and learn the budgeting process critical to business success. Students will analyze decision making models and strategies as they pertain to marketing, sales and financing a business venture. 47 contact hours.

### **Major Learning Outcomes**

1. The student will discover the elements of new product introduction.
2. The student will analyze product pricing.
3. The student will outline small business promotion strategies.
4. The student will develop the key skills involved in personal selling.
5. The student will evaluate entrepreneurial distribution and location strategies.
6. The student will develop an effective marketing plan.
7. The student will demonstrate an understanding of the content and format of common financial statements.
8. The student will demonstrate the process of budget development.

### **Course Materials**

Students in this course are required to obtain a copy of the textbook listed below. These materials are offered at the SPC Bookstores. Successful completion of this course is dependent on course materials and access to a computer and Internet. The necessary technology is available at all SPCollege campuses for students that do not have access at home or at work.

#### **1) Entrepreneurial Small Business**

**Authors: Jerry Katz & Richard Green**

**Publisher: McGraw Hill**

**ISBN # 978-1-885837-42-4**

**2) New Shoes Simulation**

**Course Objectives (Stated in Performance terms)**

1. The student will discover the elements of new product introduction by:
  - a. identifying the characteristics of goods and services.
  - b. defining the total product in terms of features important to the customer.
  - c. identifying the stages of new product development and product life cycle.
2. The student will analyze product pricing by:
  - a. defining why pricing strategies are important for the new venture.
  - b. examining price elasticity, pricing psychology and other price influences.
  - c. comparing different pricing strategies.
3. The student will outline small business promotion strategies by:
  - a. identifying the unique selling points for the value proposition.
  - b. defining the target audience and niche.
  - c. comparing methods used to convey the promotional message.
4. The student will develop the key skills involved in personal selling by:
  - a. describing the key processes of prospecting and evaluating, preparing, presenting and closing the sale.
  - b. explaining the components of customer relationship management.
5. The student will evaluate entrepreneurial distribution and location strategies by:
  - a. comparing different types of direct marketing and their pros and cons.
  - b. comparing methods of non-direct distribution.
  - c. examining factors to consider in selecting business locations.
6. The student will develop an effective marketing plan by:
  - a. recognizing the importance of the marketing plan.
  - b. comparing the primary and secondary options for conducting market research.
  - c. examining sales forecasting methods.
  - d. identifying critical components of the marketing plan.
7. The student will demonstrate an understanding of the content and format of common financial statements by:
  - a. examining the content of income statements, retained earnings statement, balance sheet and statement of cash flows.
  - b. discussing why financial statements are important to the entrepreneur.
  - c. identifying the requirements for a small business accounting system.
8. The student will demonstrate the process of budget development by:
  - a. discussing the importance of budgeting to the entrepreneur.
  - b. understanding the fundamentals of a master budget.
  - c. preparing a set of budgets for their entrepreneurial venture.

**Grading and Evaluation**

## Assessments

This course will consist of discussion questions, individual decisions for our New Shoes Simulation, a mid-term, and a final exam. The point breakdown is below:

<b>Assessment</b>	<b>Total Points</b>
Communication/Professionalism*	25 points
Discussion Board	160 (8 @ 20 points each)
Quizzes (Case) & (Concepts)	20 (2 @ 10 points each)
New Shoes Simulation – Cumulative Performance	100 (6 total decisions)
Exams (Midterm) & (Final)	200 (2 @ 100 points each)
<b>Total Points</b>	<b>505</b>

## Grading

The following rubric will be utilized to review quality, quantity, and content:

# Discussion Rubric

### Instructions

Answer all of the questions using the Discussion Board that has been created for the respective reading assignment. When answering the discussion questions, please keep in mind that this is a business class and that your answers need to be driven by the business knowledge you have gained in this class. If you are unsure about a concept or do not remember, it is your responsibility to research the answers using credible sources before posting your answers. Also, in your discussion you need to establish a clear reference to the reading. Then, respond respectfully to two other student's remarks with responses that are thoughtful and reflective. Failing to do so will result in a grade deduction of 5 points.

<b>Points</b>	<b>Discussion Forum Grading Rubric</b>
<b>20</b>	Posting thoughtfully, considers and responds to the question using sound logic. Arguments or positions are reasonable and supported with evidence from the readings. Student located and read additional credible, relevant, and timely material. Ideally, the posting fosters further discussion on the topic, perhaps exploring new lines of argument or different perspectives. No grammatical errors or typos.
<b>18-19</b>	Arguments or positions are reasonable and mostly supported by evidence from the readings. Student located and read additional credible, relevant, and timely material. In general, the comments and ideas contribute to the group's understanding of the material and concepts.

<b>16-17</b>	A less-than-adequate engagement with the subject or demonstrates a lack of understanding. Student did not locate and read additional credible, relevant, and timely material. It does little to advance the discussion underway.
<b>1-15</b>	Contributions to the discussion are more often based on opinion or unclear views than on reasoned arguments or positions based on the readings.
<b>0</b>	No posting or late posting.

**\* Professionalism/Communications score**

These points will be assessed for each student based on their performance throughout the semester. For a clearer understanding of what is expected from students in this course please access the link below for an overview of professionalism in business. Also carefully review the section in your syllabus regarding netiquette. **Please note: The instructor of this course reserves the right to delete any posts to the discussion board that are inappropriate.** All online communications shared in this class will be subject to review as part of the score assigned for professionalism/communications

<http://smallbusiness.chron.com/meaning-professionalism-work-ethic-746.html>

## Course Policies

### Attendance

It is important that you actively participate the first two weeks of class to ensure that you are not dropped from the class. This includes completing the assignments for Weeks One and Two.

### Late Submissions & Extenuating Circumstances

Late assignments (New Shoes decisions, quizzes, class participation, and exams) are not graded unless you missed the deadline to a medical reason or other serious reason. All requests for extensions must be made in writing (via SPC email) and supporting medical documentation will need to be attached at the time of the request is made for an extension.

Textbook issues, computer problems, or technology related issues do not constitute an extenuating circumstance. Extra time to complete assignments will not be assigned for these reasons.

### Netiquette

Interactions in an online classroom are in written form. Your comfort level with expressing ideas and feelings in writing will add to your success in an online course. The ability to write is necessary, but you also need to understand what is considered appropriate when communicating online. The word "netiquette" is short for "Internet etiquette." Rules of netiquette have grown

organically with the growth of the Internet to help users act responsibly when they access or transmit information online. As a student, business person or potential entrepreneur you should be aware of the common rules of netiquette for the Web and employ a communication style that follows these guidelines.

## Rules

- Be considerate. Rude or threatening language, inflammatory assertions (often referred to as "flaming"), personal attacks, and other inappropriate communication will not be tolerated.
- Never post a message that is in all capital letters -- it comes across to the reader as SHOUTING!
- Use boldface and italics sparingly, as they can denote sarcasm.
- Keep messages short and to the point.
- Always practice proper spelling, good grammar, punctuation, and composition in all course emails. It is reflection of your student and work ethic.
- Do not write in "text code" when emailing your professor.
- Keep in mind that threaded discussions are meant to be constructive exchanges.
- Remember that your emails are all saved throughout the duration of the course and archived with SPC at the conclusion of the term.
- Be respectful and treat everyone as you would want to be treated yourself.
- If you receive an upsetting email or post "cool off" before you respond.
- Spell check!
- **Please note: The instructor of this course reserves the right to delete any posts to the discussion board that are inappropriate.**

## Tech Support

Please be sure to contact tech support services if you are having internet and/or computer issues. Try not to wait until the last minute to get help. Your ability to utilize technology is very important to your success in working in this online environment.

**SPC Technical Help Desk** (727) 341-4357 (HELP) [onlinehelp@spcollege.edu](mailto:onlinehelp@spcollege.edu)

## College Policies

### Resource Guide

The following link below will take you to the SPCollege Resource Guide online, where you will find many valuable services to help you be successful here at SPCollege.

<http://www.spcollege.edu/resourceguide/>

NOTE: As your instructor, I have a duty to help you succeed. Feel free to contact me if you are having any difficulty with the work in this course and if you need some guidance in finding the resource that will help you grow in this course and during your time at SPC.

### Academic Honesty

Academic misconduct consists of cheating of any kind with respect to examinations and assignments as well as the unauthorized possession and/or use of exams, papers, and materials. Cheating includes unauthorized use of “crib” notes, “cheat sheets”, cell-phones, PDA’s, I-Pods, and collusion with other students. Additionally the use of test banks, answer keys, stolen exams and instructor’s manuals are expressly forbidden from usage by students at any time during this course. Please review the information in the link provided to insure a clear understanding of the SPC policies and rules for academic honesty.

<http://www.spcollege.edu/academichonesty/>

### Tentative Course Schedule

Below is an outline of the content and activities for each week of the course. This is intended to serve as a guideline and is subject to change. Students are required to log in multiple times a week to MyCourses, read New Items, and emails from the professor to stay current.

Week #	Assignments	
1 1/8- 1/14	Module #1: <b>Read Chapters 3 &amp; 4, Read New Shoes Case and Student Manual</b>	Discussion Board, <b>Quiz: Case in New Shoes</b>
2 1/15- 21	Module #2: <b>Read Chapter 9</b>	Weekly Assignments  Decision 1
3 1/22- 1/28	Module #3: <b>Read Chapter 10</b>	Weekly Assignments  Decision 2
4 1/29- 2/4	Module #4: <b>Read Chapter 11</b>	Weekly Assignments & <b>Midterm Exam</b>  Decision 3

<b>5</b> <b>2/5-</b> <b>2/11</b>	Module #5: <b>Read Chapter 12</b>	Weekly Assignments  Decision 4
<b>6</b> <b>2/12-</b> <b>2/18</b>	Module #6: <b>Read Chapter 13</b>	Weekly Assignments  Decision 5
<b>7</b> <b>2/29-</b> <b>2/25</b>	Module #7: <b>Read Chapter 15</b>	Weekly Assignments  Decision 6  <b>Quiz: Concepts in New Shoes</b>
<b>8</b> <b>2/26-</b> <b>27</b>	Module #8: <b>Class Wrap-up – Final Exam</b>	<b>Quiz: Concepts in New Shoes, Final Exam – all chapters covered from textbook, Due: Tuesday, February 27 at 11:59 PM EST</b>

**Simulation Schedule:**

Decisions are due by 11:59pm ET on the dates below, with results available the following morning.

- Jan 21: Decision 1**
- Jan 28: Decision 2**
- Feb 4: Decision 3**
- Feb 11: Decision 4**
- Feb 18: Decision 5**
- Feb 25: Decision 6**