# ENT 2120: Entrepreneurial Marketing & Sales

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## TERM: SPRING 2024 – (TERM #0630)

## INSTRUCTOR

**Instructor Name**: Christy Pagano, M.E.

**Phone Number**: 727-488-9832 (the number does not accept text messages)

**E-mail**: Pagano.Christy@spcollege.edu

**Online Office Hours**: By appointment

**Email Info:** ALL email correspondence pertaining to this course MUST go through the course.  If you have questions on how to send emails within MyCourses review the student tutorials or contact **SPC Technical Support at # (727) 341-4357** for assistance.

## 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.

## Course Objectives

By the end of this course, you should be able to:

* Discover the elements of new product introduction.
* Analyze product pricing.
* Outline small business promotion strategies.
* Develop the key skills involved in personal selling.
* Evaluate entrepreneurial distribution and location strategies.
* Develop an effective marketing plan.
* Demonstrate an understanding of the content and format of common financial statements.

## TECHNICAL SUPPORT

**If you experience technical issues with your computer or online course access contact the SPC Help Desk.**  **Professors are generally unable to assist with issues of a technical nature.**

**Do not contact the Help Desk for questions concerning assignments or for requests to open or re-open drop boxes in the course. ONLY your professor has access and authority manage course content.**

**GETTING HELP FROM THE CORRECT RESOURCE SAVES EVERYONE TIME AND FRUSTRATION AND HELPS TO GET YOU BACK ON TRACK WITH MINIMAL DELAYS.**

**Your professor can either help you directly with your questions/problems OR redirect you to the right resource for help.**

**SPC Technical Help Desk**   
(727) 341-4357 (HELP)   
[**onlinehelp@spcollege.edu**](mailto:onlinehelp@spcollege.edu?Subject=Contact%20Help%20Desk)

## Textbook & Software Requirements

Students in this course are required to obtain a MindTap access code (see below). This is available through the [SPC bookstore website](http://spcollege.bncollege.com/webapp/wcs/stores/servlet/BNCBHomePage?storeId=65206&catalogId=10001&langId=-1).

An updated version of Microsoft Word and Office (2008 or above) is required.

**REQUIRED MATERIALS:**

**ENT 2120 MINDTAP**

**\*\*\*MUST INCLUDE CENGAGE/MINDTAP Access CODE\*\*\***

**Contemporary Marketing, 18th Edition**

**MindTap Marketing, 1 term (6 months) Instant Access for Boone/Kurtz's**

**Louis E. Boone; David L. Kurtz**

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### [Cengage Unlimited - Access (1 Semester)](https://spcollege.bncollege.com/course-material-listing-page?bypassCustomerAdoptions=true)

By Cengage

**Edition:** 18

**Publisher:** CENGAGE U

**ISBN 13:** 9780357700006

***(NOTE: Cover image may vary)***

**THIS IS AN 8WK class and having your book week #1 is important for success.**

Successful completion of this course is dependent on course materials and regular access to a computer and the Internet.

If you do not have the necessary technology or textbook both are available at SPC campuses. ***Please contact your instructor in WEEK 1 to discuss campus options that may be available at a campus near you.***

**IMPORTANT NOTE:** **Textbook purchase delays and technical difficulties are not valid excuses for extensions or missed assignments. This is an 8 WEEK format class that affords little time for addressing delays due to these types of difficulties. Ensuring access to these items for the duration of the course is the student’s responsibility.**

## 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 check the announcements page of the course, emails from the professor, and the course calendar to stay current with all assignments.

|  |  |  |  |
| --- | --- | --- | --- |
| **Week #** |  | **Topics** | **Assignments** |
| **1** | Module #1: | **Marketing- Art & Science  Strategic Contemporary Marketing & Social Responsibility** | Weekly Assignments &  **ATTENDANCE Assignments** |
| **2** | Module #2: | **Social Media Marketing E-Business Strategies & Customer Experience** | Weekly Assignments &  **Term Project-Part 1**  **ATTENDANCE Assignments** |
| **3** | Module #3: | **Consumer Behavior & Business Markets** | Weekly Assignments |
| **4** | Module #4: | **Market Segmentation, Target Marketing & Positioning** | Weekly Assignments &  **EXAM #1** |
| **5** | Module #5: | **Marketing Research & Analysis** | Weekly Assignments  **Term Project-Part 2** |
| **6** | Module #6: | **Branding Concepts & Strategies** | Weekly Assignments |
| **7** | Module #7: | **Pricing Concepts & Strategies** | Weekly Assignments &  **Term Project – FINAL SUBMISSION Marketing Plan** |
| **8** | Module #8: | **Distribution Channels, Placement Strategies and Supply Chain Concepts** | Weekly Assignments & **EXAM #2** |

## ASSIGNMENTS

**Assignments are due in DROP BOXES/DISCUSSION BOARDS or CORRESPONDING FOLDERS by 11:59 PM on Sunday evenings.   
UNLESS OTHERWISE NOTED by the Instructor**

**SPC servers monitor official time.  Please do your best to not wait until the last minute to submit assignments!**

***8 WEEK #2***

**SECTIONS #3866 (Instructor: PAGANO)**

**Start Date: 8/14/2023**

**End Date: 10/4/2023**

|  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **MODULE  #** | **WEEK  #** | **CHAPTERS OPEN** | **DAY** | **OPEN DATE** | **OPEN**  **TIME** | **CLOSE**  **DAY** | **CLOSE DATE** | **CLOSE TIME** |
| 1 | 1 | 1-3 | Mon | 1/16/2024 | 12:00 AM | Sun | 1/21/2024 | 11:59  PM |
| 2 | 2 | 4 & 5 | Mon | 1/22/2024 | 12:00 AM | Sun | 1/28/2024 | 11:59  PM |
| 3 | 3 | 6 & 7 | Mon | 1/29/2024 | 12:00 AM | Sun | 2/4/2024 | 11:59  PM |
| 4 | 4 | 9 | Mon | 2/5/2024 | 12:00 AM | Sun | 2/11/2024 | 11:59  PM |
| 5 | 5 | 10 | Mon | 2/12/2024 | 12:00 AM | Sun | 2/18/2024 | 11:59  PM |
| 6 | 6 | 11 | Mon | 2/19/2024 | 12:00 AM | Sun | 2/25/2024 | 11:59  PM |
| 7 | 7 | 13 & 14 | Mon | 2/26/2024 | 12:00 AM | Tue | 3/5/2024 | 11:59  PM |
| 8 | 8 | 15 | Mon | 2/26/2024 | 12:00 AM | Tue | 3/5/2024 | 11:59  PM |

***Weeks #7 and #8 Open and close at the same time for 1 ½ week with a mid-week close date***

**Late Submissions & Extensions for Assignments & Quizzes**

This is an 8-week class with little opportunity for students to catch up if they fall behind on work expected in the course. If you have extenuating circumstances that prevent you from meeting a deadline, completing a project, quiz, or participating in the class, please contact the instructor, **prior to the due date,** to make alternative arrangements.  The possibility of alternative arrangements **is at the discretion of the instructor.**  Active communication is the key to overcoming any hurdles you may encounter during the term. Online discussions conclude at the end of the current week/module. **Discussion posts made after the end of the current week/module will not be accepted.** A **10% grade penalty** is assessed for written work up to twenty-four hours late; **an additional 10% penalty** is assessed for each additional day the work is late at the discretion of the faculty and may only be submitted **within 10 days** after the original due date. An attempt to submit multiple past-due assignments at the end of the course **will not** be permitted. Discussion posts made after the current week/module **will not** be accepted. Late submissions of quizzes **will not** be accepted. **All requests for extensions must be made in writing (via email) and supporting documentation may be required for extensions to be granted.**

**It is required that students understand their responsibilities as college students and commit to the expectations of the course for which they have chosen to enroll.**

Late assignments may not be accepted if you fail to notify and confirm arrangements with your instructor.

Students who register after the session has begun will be responsible for any assignments or material already covered and must make arrangements for late submissions.

**IMPORTANT NOTE:**  APA guidelines are to be followed to include a cover page and reference page with each assignment.  Please know I expect you to **think critically** and not just repeat what the text states.  You may take from the text but also look to outside sources as well as personal experience.  If you need any assistance, please let me know as SPC offers a wealth of support.

**Exams**

**There will be two exams in this course** – both will be administered online through the course. Details and reminders pertaining to the exam will be posted prior to exam deadlines. Although students will have the entire exam week to complete the exam it will be a timed exam and there will only be one opportunity to access and complete the exam. Students should only attempt the exam when they have read the material and are adequately prepared for the test. **Exams are an individual activity and should be completed without the aid of the Internet, textbook, resource materials, or other assistance from classmates, other individuals, or resources.**

**Term Project**

There will be a term project expected of each student in this course. It is a Marketing Plan project that will involve writing and research. This is an **individual** term project and should be researched, written, and prepared by each student independently. For assistance and guidance do not hesitate to contact your professor, SPC tutors, and librarians, or utilize resources shared in the course. Details and reminders pertaining to the individual term project will be found in a separate folder in the course and updates and reminders will be posted and emailed by your professor.

## Gradebook Guidelines

|  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Module #** | **1** | **2** | **3** | **4** | **5** | **6** | **7** | **8** | **Total** |
|  |  |  |  |  |  |  |  |  |  |
| Weekly Assignments & Discussions | 20 | 20 | 20 | 20 | 20 | 20 | 20 | 20 | 160 |
|  |  |  |  |  |  |  |  |  |  |
| Exams |  |  |  | 100 |  |  |  | 100 | 200 |
|  |  |  |  |  |  |  |  |  |  |
| Individual Projects |  | 25 |  |  | 75 |  | 100 |  | 200 |
|  |  |  |  |  |  |  |  |  |  |
| **Total Points** |  |  |  |  |  |  |  |  | **560** |

|  |  |  |  |
| --- | --- | --- | --- |
| **Total Points** | **Letter Grade** | **Percentage Approx** | **Grade Point** |
| 504-560 | A | 90 – 100% | 4.0 |
| 448-503 | B | 80 – 89% | 3.0 |
| 392-447 | C | 70 - 79% | 2.0 |
| 336-391 | D | 60 - 69% | 1.0 |
| 000-335 | F | 0 - 59% | 0.0 |
|  | W | Withdrawal – system generated | N/A |
|  | WF | Withdrawal Failure – system generated | 0 |
|  | X | Audit | N/A |
|  | I | Incomplete | N/A |

Please keep in mind that the grading of individual student assignments and projects is in part a subjective process. Points will be deducted for incomplete or insufficient submissions.

**BE SURE TO RESPOND TO ALL PARTS** of an assignment to maximize points received.

**SUCCESS in this course is not measured and evaluated only by the number of points received BUT ALSO by how engaged students are in the entrepreneurial process and how well they strive to apply the concepts and skills being developed in the course.**

***Entrepreneurship is a journey not a destination!*   
Effort counts in this class – so put the time into your assignments**

**and you will achieve success in the class!!!**

***The following areas are ALSO considered and reviewed for quality, quantity & content:***

|  |  |  |
| --- | --- | --- |
| **Content, Focus, Use of Text/Research** | **Analysis and Critical Thinking** | **Writing Style, Grammar, APA Format (when assigned)** |
| **50%** | **30%** | **20%** |
| Responses successfully answer the entire assignment and all questions; thoroughly uses the text and other literature. | Responses exhibit strong higher-order critical thinking and analysis (e.g., evaluation). | Sentences are clear, concise, and direct; tone is appropriate. Grammatical skills are strong with almost minimal errors. Correct use of APA format and professional layout and style utilized. |

## ATTENDANCE POLICY

It is important that students log into their course WEEK #1 AND actively participate to insure they do not get dropped from the class. Active Participation involves completing the require work as indicated in the course. If you are registered for a blended or F2F section of this course you MUST attend the in-class sessions scheduled on campus in addition to completing the online work and assignments required in the course.

Students must actively participate in the weekly course work, discussions and submit assignments weekly to insure they do not get dropped from the class in weeks 1 and 2 or at the 60% participation point in the class. **Logging into your course during a given week does NOT constitute participation if the required work is not submitted**.

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***Active Participation For This Course Will Be Measured By Submitting Your Weekly Assignments DUE by the established DEADLINES.***

**REMINDER: *This is an 8WEEK COURSE and it moves at a relatively accelerated pace. If you are not comfortable with the pace of the course please contact your INSTRUCTOR OR your ACADEMIC ADVISOR for guidance.***

* *Dropping the Course without* ***financial consequence*** *must be done by FRIDAY of WEEK #1*
* *Dropping the Course without* ***GPA & TRANSCRIPT Consequence*** *must be done by the date indicated on the* [*SPC Academic Calendar*](http://www.spcollege.edu/calendar/)*.*
* *SPC RULES of ATTENDANCE APPLY*

***THIS IS AN 8-WEEK CLASS and ACTIVE PARTICIPATION AND ATTENDANCE ARE MANDATORY to avoid administrative withdrawal from the course.***

Students must complete required “attendance” assignments and/or attend class if enrolled in a blended or F2F section, as required by the instructor to insure attendance credit is received. Instructors will verify which students are actively participating in class.

**ACTIVE PARTICIPATION FOR THIS COURSE WILL BE MEASURED BY SUBMITTING YOUR ASSIGNMENTS BY REQUIRED DUE DATES.** Students classified as not meeting the criteria for active class participation will be administratively withdrawn with a “WF”.  Students will be able to withdraw themselves at any time during the term.  However, requests submitted after the 60% deadline may result in a “WF”.

Students are required to check the SPC Academic Calendar for enrollment and drop deadlines found at [www.spcollege.edu](http://www.spcollege.edu)

If some event interferes with submitting assignments by the required deadlines your instructor must be notified prior to due dates via MyCourses email.

Late assignments may not be accepted if you fail to notify and confirm arrangements directly with your instructor.

Students who register after the session has begun will be responsible for any assignments or material already covered and must make arrangements for late submissions.

## SPC Tutoring & Resources

SPC offers many different types of [tutoring for ALL students](http://spcollege.edu/tutoring/) at no charge. These services are available online and at various campuses, for many subjects college-wide. Additionally, SPC offers support services for writing, communications, and library research.

Students are strongly encouraged to use all the resources the College makes available to you both online and at the campuses.

For support services and information visit the campus Learning Center nearest you, or contact the Student Support Services Office at your campus, your Academic Advisor, or your professor.

**SPC All Campuses**: <http://www.spcollege.edu/tutoring/>

As an SPC student it's vital that you know Titans Care. You can access resources through SPC’s Student Assistance Program (SAP) (https://mycoursessupport.spcollege.edu/studentassistance-program), a collaborative resource for students with mental health or general life issues. SAP provides help and education in suicide prevention, mental health, substance abuse awareness and more. It is SPC’s belief that supporting mental wellness is everyone’s charge and that one loss as a result of substance abuse, mental illness, or suicide is one too many. If you or a loved one are considering suicide, please call the National Suicide Prevention Lifeline at 1-800-273-8255.

***Remember we are here to help you.  All you have to do is ask!***

## Online Communications Guidelines

### 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 and professional in your career you should be aware of the common rules of netiquette for the Web and employ a communication style that follows these guidelines in all online communications including social media. More information on this topic can be found on-line and in official SPC policy.

\*\*\* **Professionalism/Communications** Points may be deducted for inappropriate and unprofessional conduct or communications in class, within the College, or online. **This applies to all communications for the duration of the course and includes interactions with the professor, with classmates and with the department personnel**. Professional behavior and communications are a requirement of this course and the College of Business. The mission of the College of Business is to produce responsible citizens and ethical, competent business practitioners. Professional communication techniques and adhering to the academic honesty rules of the College are an important skill set that must be demonstrated for successful completion of this course.

### General Guidelines

* **Be considerate, polite and professional in all communications for the duration of the course.**
* Rude or threatening language, inflammatory assertions (often referred to as "flaming"), personal attacks, and other inappropriate communication will not be tolerated via email or on discussion boards.
* Avoid posting messages in all capital letters -- it is may be considered SHOUTING!
* Use boldface and italics sparingly, as they may denote sarcasm.
* Keep messages short and to the point.
* Always practice proper spelling, good grammar, punctuation, and composition in course related emails. It is reflection of your student and work ethic and professionalism.
* BTW - Do not write in “text code” when emailing your professor discussions posts on class discussion boards.
* 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.
* Communicate in a manner that is expected and appropriate for the setting (i.e.- college level communications, professional setting, business appropriate, etc.)
* If you receive an upsetting email or post you should “cool off” before you respond, and notify your instructor of your concerns.
* Spell check and use accurate subject headings that match the content of your emails. This is important and required for effective and clear communication with your instructor. **Do not use a prior email on an unrelated topic to start a new conversation or to address a different topic – create a new email thread as needed.**

## Academic Honesty

### Dishonesty in Conduct and Performance & Cheating on Examinations and Assignments

Academic misconduct consists of dishonesty of any kind – written, spoken, or virtual.

Cheating with respect to examinations and assignments includes the unauthorized possession and/or use of exams, papers, and materials. Cheating includes but is not limited to the unauthorized use of “crib” notes, “cheat sheets”, cell-phones, PDA’s, i-Pods, iPads, computers, laptops, 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.

* **Plagiarism:** as defined by the Little, Brown Essential Handbook for Writers, 4th edition, is the presentation of someone else’s ideas or words as your own. Whether deliberate or accidental, plagiarism is a serious and often punishable offense (Aaron, 2001).
* **Deliberate plagiarism:** is copying a sentence from a source and passing it off as your own and, summarizing someone else’s ideas without acknowledging your debt (ex. buying a term paper and handing it in as your own) (Aaron, 2001).
* **Accidental plagiarism:** is forgetting to place quotation marks around another author’s or writer’s words, omitting a source citation because you’re not aware of the need for it, or carelessly copying a source when you mean to paraphrase (Aaron, 2001).

### Guidelines

**“Give credit where credit is due.** Inevitably, you will use other people’s discoveries and concepts. Building on them creatively. But do not compromise your honor by failing to acknowledge clearly where your work ends and that of someone else begins.” (USNA, 2004)

**Papers will be routinely and randomly submitted to www.t**[**urnitin.com**](http://www.turnitin.com) **for review.** Submit only your original work with proper and adequate references and credits. Use instructor format guidelines in addition to ***APA Style Manual.*** If you need assistance do not hesitate to visit an SPC campus library <http://www.spcollege.edu/libraries/> or use the Cyber Librarian support service at ***Ask A Librarian?*** [www.askalibrarian.org](http://www.askalibrarian.org)

**Discipline for Academic Misconduct**

The instructor has the authority to determine whether misconduct, plagiarism or cheating has occurred. Appropriate action will be taken by the instructor and SPC depending upon the nature of the infraction. 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/>

### Generative AI (CHATGPT):

You may have heard of Generative AI (Artificial Intelligence).  The best-known example is ChatGPT, a chatbot that allows you to type a question as if you were talking to a real person, and it quickly offers a seemingly meaningful, original answer. Tools like this are powerful and can be useful in many contexts, but we must be aware of their limitations, as they can produce inaccurate, fabricated, and even offensive content. In addition, the work produced is not technically your own. In order to avoid violating SPC’s academic integrity policy, students must be sure to follow each professor’s course policies regarding the use of artificial intelligence in academic work. If you’re unsure of a professor’s guidelines, reach out to them to discuss further. My policies for this course can be found below.

**Option 1: Generative AI Not Permitted**

You are strictly prohibited from using use Generative AI (Artificial Intelligence), including ChatGPT and similar AI tools, in this course. The work produced by AI writing tools is not your own original work and is therefore unacceptable for the assignments in this course. If you cite AI-generated content, the work will be considered incomplete and receive a zero. If you do not cite, the work will be considered plagiarism and receive a zero. If you have any questions about this, please reach out to me. I am glad to offer guidance!

**Option 2: Generative AI Permitted Under Some Circumstances or With Explicit Permission**

You may only use Generative AI (Artificial Intelligence), including ChatGPT and similar AI tools, when assignment directions specifically state that it is allowed~~,~~ and these tools must be used with caution. AI is not a replacement for your own thinking and research. AI-generated text or other content must be clearly marked and cited properly. In addition, you are responsible for confirming the veracity of any information or sources produced by artificial intelligence. If you have any questions about this, please reach out to me. I am glad to offer guidance!

**Option 3: Broader Use of Generative AI Permitted Within Guidelines**

You are welcome to use Generative AI (Artificial Intelligence), including ChatGPT and similar AI tools, in your work for this course. However, AI is not a replacement for your own thinking and research. AI-generated text or other content must be clearly marked and cited properly. In addition, you are responsible for confirming the veracity of any information or sources produced by artificial intelligence. If you have any questions about this, please reach out to me. I am glad to offer guidance!

## SYLLABUS ADDENDUM

**Link for revised syllabus addendum:** <https://www.spcollege.edu/current-students/student-affairs/student-right-to-know/student-responsibilities>

***In the event that topics listed in this addendum also appear in your syllabus, please note that you should rely on the addendum information as the most current and correct information.***

**KEY TOPICS COVERED IN THE ADDENDUM INCLUDE BUT ARE NOT LIMITED TO:**

* **COLLEGE POLICY REGARDING COURSE DROP-ADD PERIOD AND AUDIT INFORMATION**
* **GRADING AND REPEAT COURSE POLICIES**
* **ATTENDANCE/ACTIVE PARTICIPATION/WITHDRAWAL POLICIES**
* **FEDERAL GUIDELINES RELATED TO FINANCIAL AID AND TOTAL WITHDRAWAL FROM THE COLLEGE**
* **ACADEMIC HONESTY** <http://www.spcollege.edu/academichonesty/>
* **STUDENT EXPECTATIONS**
* **EMERGENCY PREPAREDNESS**
* **CAMPUS SAFETY AND SECURITY** <http://www.spcollege.edu/safety/>
* **SEXUAL PREDATOR INFO** <http://offender.fdle.state.fl.us/offender/homepage.do>
* **Accessibility Services** <https://go.spcollege.edu/Accessibility/>

If you have documentation of a disability or feel you may have a disability St. Petersburg College recognizes the importance of equal access to learning opportunities for all students. Accessibility Services (AS) is the campus office that works with students who have disabilities to provide and/or arrange reasonable accommodations. Students registered with AS, who are requesting accommodations, are encouraged to contact their instructor by the first week of the semester. Students who have, or think they may have, a disability (e.g. learning disability, ADD/ADHD, psychiatric, medical/orthopedic, vision, and/or hearing), are invited to contact the Accessibility Coordinator (AC) that serves your campus for a confidential discussion.

* **LIBRARY SERVICES** <http://spcollege.edu/libraries/>
* **FREE TUTORING SCHEDULES & SERVICES** <https://spcollege.libguides.com/schedules>
* **Learning Resources: Libraries + Tutoring** <http://spcollege.edu/tutoring/>
* **ACADEMIC CALENDAR** <http://www.spcollege.edu/calendar/>C:\Program Files\Microsoft Office\MEDIA\OFFICE12\Lines\BD14768_.gif