

MARKETING FOR ENTREPRENEURS (M462)

CATALOG DESCRIPTION

Coverage of market analysis for new products and services, competitive analysis, alternatives for entering markets, associated costs and launch feasibility. Casework, research and fieldwork with selected local businesses.

Prerequisites: ACCT 201B, MKTG 351.

COURSE OBJECTIVES AND OUTCOMES

This is a marketing class that uses an applied learning method with the students consulting for a local client. The typical client is an early stage startup or a small firm with a need to develop sales and marketing strategies for new products. Students learn to apply everything they have learned in earlier classes to make strategic and tactical marketing decisions. Students also learn how to devise a detailed marketing plan. Key outcomes include:

- Conduct a marketing audit of a local client's marketing activities, propose a consulting engagement and secure a mutually agreeable scope of work.
- Conduct a competitive analysis to identify new marketing strategies and best practices.
- Create an implementation plan with a timeline that includes milestones, measures, and ROI.
- Present project findings using a formal face-to-face presentation along with a comprehensive written report

HELPFUL ONLINE RESOURCES

- The Lean Startup (<http://theleanstartup.com/>) The Lean Startup provides a scientific approach to creating and marketing a new product while getting it into the customers' hands faster. The Lean Startup method teaches you how to drive a startup how to steer, when to turn, and when to persevere-and grow a business with maximum acceleration.

- **MarketingProfs**

(<http://www.marketingprofs.com/>) A comprehensive resource of marketing and sales best practices for use in digital and offline domains.

CONTACT

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