New Course Request Indiana University **Fort Wayne** Campus

Check Appropriate Boxes: Undergraduate credit Graduate credit Professional credit

1. School/Division: Richard T. Doerner School of Business and Management Sciences

2. Academic Subject Code

3. Course Number: **BUS M201** (must be cleared with University Enrollment Services)

4. Instructor

5. Course Title: Marketing for the Small Business

Recommended Abbreviation (Optional)

(Limited to 32 Characters including spaces)

6. First time this course is to be offered (Semester/Year): **Spring 2011**

7. Credit Hours: Fixed at ___3__ or Variable from __________ to __________

8. Is this course to be graded S-F (only)? Yes _____ No X

9. Is variable title approval being requested? Yes _____ No X

10. Course description (not to exceed 50 words) for Bulletin publication:

Overview of marketing management as it applies to the small business. Gain an understanding of traditional and non-traditional marketing techniques. Determine best marketing plan for different types of ventures. This course is required for the Certificate in Small Business Management. No credit toward a B.S. in business.

11. Lecture Contact Hours: Fixed at ___3__ or Variable from __________ to __________

12. Non-Lecture Contact Hours: Fixed at ___ or Variable from __________ to __________

13. Estimated enrollment: __20__ of which __0__ percent are expected to be graduate students.

14. Frequency of scheduling: **Spring** Will this course be required for majors? **No**

15. Justification for new course: This course will be a component of a 15 credit Certificate in Small Business Management. The certificate is in response to requests from students in other majors requesting training in entrepreneurship. This course is designed to provide real world information to be utilized by the entrepreneur. BUS M301 provides the theoretical constructs of marketing and will not be used as a substitute course.

16. Are the necessary reading materials currently available in the appropriate library? **Yes**

17. Please append a complete outline of the proposed course, and indicate instructor (if known), textbooks, and other materials.

18. If this course overlaps with existing courses, please explain with which courses it overlaps and whether this overlap is necessary, desirable, or unimportant. This course has some overlap with BUS M301. BUS M201 is intended to provide practical information that could be implemented immediately by potential entrepreneurs. BUS M301 has a broader overview of the marketing process.

19. A copy of every new course proposal must be submitted to departments, schools, or divisions in which there may be overlap of the new course with existing courses or areas of strong concern, with instructions that they send comments directly to the originating Curriculum Committee. Please append a list of departments, schools, or divisions thus consulted.

Submitted by: [Signature]
Date Department Chairman/Division Director

Approved by: [Signature]
Date Dean

[Signature]
Date Chancellor/Vice-President

[Signature]
Date University Enrollment Services
Spring 2010 SEMESTER COURSE SYLLABUS

COURSE: Marketing for the Entrepreneur

TIME: 
INSTRUCTOR: 
OFFICE: 
e-Mail:

DAYS: 
OFFICE PHONE: 
OFFICE HOURS: 
CRN#: 
ROOM: 
FAX:

COURSE PREREQUISITES:


COURSE OBJECTIVES:
Gain an understanding of the role and scope of the marketing function in small business and start-ups. Specifically, you will:

1. Gain factual knowledge about marketing terms and methods.
2. Learn fundamental marketing principles and theories.
3. Learn to apply course material to improve decision making from the entrepreneur's and consumers' viewpoints.

Students are encouraged to read the business and popular press (Business Week, USA Today, NY Times, Wall Street Journal, etc.), critically view advertising and other marketing activities and consider and present these marketing examples in the context of the course.

BRIEF TOPICAL OUTLINE:

Unit One:
☐ Overview of Marketing
☐ Company and Marketing Strategy
☐ The Marketing Plan

Unit Two:
☐ The Marketing Environment
☐ Consumer Markets and Consumer Buyer Behavior
☐ Business Markets and Business Buyer Behavior
☐ Segmentation, Targeting and Positioning
☐ Measuring & Forecasting Demand

Unit Three:
☐ Product, Services and Branding Strategies
☐ New Product Development and Life Cycle Strategies
☐ Pricing Products: Pricing Considerations/Approaches and strategies

Unit Four:
☐ Marketing Channels and Supply Chain Management
☐ Retailing and Wholesaling
☐ Integrated Marketing Communications Strategy
☐ Advertising, Sales Promotion and Public Relations
☐ Personal Selling and Direct Marketing
Unit Five:
- Compile a marketing plan
- Marketing plan presentation

EXAMINATION AND GRADING PROCEDURES:

<table>
<thead>
<tr>
<th>Exams</th>
<th>Participation</th>
<th>Total Points Break Down</th>
<th>Grade</th>
</tr>
</thead>
<tbody>
<tr>
<td>Exam 1 125 Pts</td>
<td>Marketing plan 30 pts</td>
<td>300 - 270</td>
<td>A</td>
</tr>
<tr>
<td></td>
<td></td>
<td>240 - 269</td>
<td>B</td>
</tr>
<tr>
<td>Exam 2 125 Pts</td>
<td>Class participation &amp; attendance 20</td>
<td>210 - 239</td>
<td>C</td>
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<td></td>
<td></td>
<td>180 - 209</td>
<td>D</td>
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<td>Below 180</td>
<td>F</td>
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<tr>
<td>250 pts</td>
<td>50 pts</td>
<td>300 pts</td>
<td>Total</td>
</tr>
</tbody>
</table>

1. Each exam will consist of multiple choice questions.

2. Students are expected to take exams on scheduled dates. **No make-up exams are given unless documentation of a valid reason is provided.** Academic misconduct will be subject to disciplinary action and will result in an "F". Please refer to the IPFW Code of Student Rights, Responsibilities and conduct contained in the Student's Handbook for an explanation of academic misconduct.

3. **Failure to complete any projects or assignments to which points are assigned will automatically result in an assignment of the F grade for the course.**

Course Policies

1. **Class Participation and Professionalism:** Participation includes class attendance, professionalism, reading assigned materials, overall preparation for class, and actively contributing your thoughts and personal experiences. **If you must miss a class, you must call or e-mail me to receive an excused absence. Failure to do so will hurt your final grade.** My record of attendance is official and final. While your attendance is critical to the exchange of ideas and fruitful class discussions, you should note that attendance alone is not sufficient to score well on participation. You are expected to actively contribute to the learning experience of the class. Preparation, professionalism, and mutual respect are also important elements of your participation score. Classroom professionalism is to be maintained at all times. Our goal is to create a positive, courteous, and respectful environment that is conducive to learning. Pagers and wireless phones are to be turned off or set for silent alarm.

2. Turn in all case study papers at the beginning of class. Keep a copy of the paper for class discussion. The case studies must follow the established guidelines and format and be at least three typed pages, single-spaced with a 12 point font size. Choose a legible font. All assignments must be free of spelling errors and grammatically correct. If assignments are not free of spelling errors and grammatically correct, the grade will drop by one letter.

3. **All e-mails to the instructor should have M201-your name and subject of the message in the subject line.**
4. All grades are final. If you have any questions, I will be happy to discuss any concerns you have before the assignment is due.

5. The schedule may be changed anytime by the instructor. You are responsible for any changes announced in class.

6. If IPFW closes for any reason, the material for that class session will be added to the scheduled material for the next class meeting. GOOD LUCK!