

Curriculum Proposal Signature Sheet

MKT 481: Sustainable Entrepreneurial Marketing

TITLE OF PROPOSAL

Type of Proposal

Program

- New
- Changes within Major
- Changes within Cognate *
- Changes in Minor or Track
- Changes in Concentration*
- Program Deletion

Course

- New
- Changes in Course taken only by Majors
- Changes in Course required of Non-Majors*
- Changes in Course open to Non-Majors
- Deletion of Course taken only by Majors
- Deletion of Course required of Non-Majors*
- Deletion of Course open to Non-Majors

Management + Marketing Review and Approval Nov. 2, 2010
SPONSORING DEPARTMENT(S) DATE(S)

Signature of Sponsoring Chair(s)/Date Delia A. Small Nov. 2, 2010

* For starred items Chairs of affected Departments/Programs must sign below before Dean's review

Dean's Preliminary Review

Proposal: Complete

Additional preliminary comments below

- Satisfies U of S Curricular Requirements
- Consistent with College Goals/Mission

Dean's Signature/Date

[Signature]

CAS

CPS

SOM

GRAD

DHC

Preliminary FSCC Disposition:

Committee recommends approval (new program proposals require a Recommendation from the full Senate)

Proposal will require minimal review: Anticipated FS Meeting Date: _____

Proposal will require significant review: Anticipated FS Meeting Date: _____

FSCC Chair Signature/Date _____

Issues: _____

Additional Signatures

UPE Chair
Department

[Signature]
Signature

2 Nov 2010
Date

Minor Coordinator
Department

[Signature]
Signature

11/2/2010
Date

Department

Signature

Date

New Course

Course Title: Sustainable Entrepreneurial Marketing
Course Number: MKT 481
Date Of Initial Offering: Fall 2012

Semester year

Rationale for Course level

This course provides a marketing focus for entrepreneurs and should run concurrently with the senior-level business plan development course, but prior to the entrepreneurship internship/project. **The student will take this course during the Fall Semester of the Senior Year.**

Credit Hours: **3 credits** Format: Other - Varied: Lecture; Discussion; Guest Speakers
Frequency: **ANNUALLY**

Prerequisites: **MGT 380**

Rationale for Pre-requisites (if pre-requisites are listed)

The student must have a basic knowledge of entrepreneurial concepts in MGT 380. This course builds upon those concepts.

Catalog Description (50 word maximum)

This course allows the student to understand and apply marketing concepts that are relevant to entrepreneurs. The course also broadens the traditional marketing perspective by explicitly focusing on the social responsibility and environmental stewardship responsibilities of the entrepreneur.

Similar Courses being offered at the University

The student taking this course should not take the MKT 477 elective, due to significant overlap of the materials in the courses

Discuss Extent of overlap with existing courses

MKT 477 should not be taken by because there is roughly a 20% overlap. However, the emphasis of this MKT 481 course focuses on the entrepreneurial view of topics that overlap.

Special Resources Required (e.g. library, equipment, materials/facilities)

Instructor-provided materials will be placed on reserve at the library

Characteristics (check any/all that apply):

Major: Required Elective
GE: submitted to CCC will be submitted to CCC _____ Area Free only
Date

REQUIRED UNDERGRADUATE COURSE WITHIN THE ENTREPRENEURSHIP MINOR

DOES NOT APPLY

- | | | |
|--|---|---|
| <input type="checkbox"/> Humanities (CA) | <input type="checkbox"/> S/B Sciences (S) | <input type="checkbox"/> Cultural Diversity (D) |
| <input type="checkbox"/> Humanities (CH) | <input type="checkbox"/> Natural Science (E) | <input type="checkbox"/> Writing Intensive(W) |
| <input type="checkbox"/> Humanities (CL) | <input type="checkbox"/> Theology/Phil (P) | |
| <input type="checkbox"/> Humanities (CF) | <input type="checkbox"/> Quantitative Reasoning (Q) | |

Interdisciplinary: **YES** Team Teaching: **NO**

Exclusively For Special Programs/Concentrations: **NO**

Home College: Kania School of Management

Required Attachments:

YES Syllabus with student learning objectives, assessment/evaluation mechanisms, and outline of topics

YES Description of readings and cases are included in the attached syllabus

YES Assessment/evaluation based course improvement mechanisms are included in the attached syllabus

Proposed Course Syllabus

MKT 481 – Sustainable Entrepreneurial Marketing (3 credits)

Course Instructor: To be determined

(Pre-requisites: MGT 380)

Course Description:

This course demonstrates the central nature of marketing in entrepreneurial efforts. According to the French economist Jean-Baptiste Say, “The entrepreneur shifts economic resources out of an area of lower and into an area of higher productivity and greater yield” (Say, 1855). In doing this the entrepreneur must have a clear understanding of the product/service, price, place/ distribution, and promotion as they relate to his or her efforts. This course will also take a broader view by expanding the discussion to sustainable marketing. Reed states that sustainability is all about “...Business strategies that are intended to add social and/or environmental value to external stakeholders while increasing value to shareholders” (Reed, 2001). Innovation is the key to bringing about this kind of value and who better to implement these innovations than entrepreneurs. Finally, the course will address the effects of new technologies, particularly the internet, on entrepreneurial marketing.

Texts:

1. *Duct Tape Marketing* by John Jantsch (Small Business Marketing Guide)
2. *Green Marketing Management* by Robert Dahlstrom

Course Objectives and Related Goals:

Objective 1: To learn marketing and sustainability concepts relevant to the entrepreneur. (**Kania School of Management Learning Goal 5:** Each student will be able to apply functional area concepts and theories appropriately.)

Objective 2: To critique and compare the linkages between marketing, social responsibility, environmental stewardship, innovation, and the personal vision of the entrepreneur. (**Kania School of Management Learning Goal 2:** Each student will be skilled in critical thinking and decision-making, as supported by the appropriate use of analytical and quantitative techniques. **Kania School of Management Learning Goal 3:** Each student will be sensitive to the ethical and justice ramifications of business activities. **Kania School of Management Learning Goal 4:** Each student will be able to appreciate the importance of integrating business processes across functional areas.)

Objective 3: To evaluate the effects of the internet and emerging technologies on entrepreneurial efforts. (**Kania School of Management Learning Goal 2:** Each student will be skilled in critical thinking and decision-making, as supported by the appropriate use of analytical and quantitative techniques.)

Evaluation Method:

Mid-term Exam	35%
Final Exam	35%
Application Paper	30%

Schedule:

Week 1	Understanding Product/Pricing/Place/Promotion (the 4Ps)
Objective 1	Instructor's Aid: <i>Marketing Management, 13th Edition</i> by Kotter & Keller
Week 2	What is Sustainability?
Objective 1	Instructor's Aid: <i>The Triple Bottom Line</i> by Savitz & Weber Dahlstrom: Chapters 1 & 2 (Overview of Green Marketing)
Week 3	4Ps Sustainability: Expanding the View
Objective 1	Dahlstrom: Chapters 3 & 4 (The Consumption-Environment Interface) Instructor's Aid: <i>Marketing Management, 13th Edition</i> by Kotter & Keller
Week 4	Linking Marketing to the Entrepreneur's Vision
Objective 2	Jantsch: Chapter 4 (Match Your Message & Create Products for All Stages of Client Development)
Week 5	Entrepreneurship – Who is the Customer?
Objective 2	Jantsch: Chapter 1 (Who is your Ideal Client?) Dahlstrom: Chapter 5 (Discovering Value via Market Analysis)
Week 6	Linking the Marketing Perspective to the Entrepreneurial Perspective
Objective 2	Jantsch: Chapter 2 (Discover Your Core Marketing Message) Instructor's Aid: Developing a SWOT Analysis, <i>Strategic Management: Concepts and Cases</i> by Hitt, Ireland, & Hoskisson
Week 7	Linking Entrepreneurial Marketing to Innovation
Objective 2	Dahlstrom: Chapter 7 Producing Value via Innovation Jantsch: Chapter 5 (Produce Marketing Materials that Educate)
Week 8	Making a Difference in the World: Environmentally-focused Entrepreneurship
Objective 2	Dahlstrom: Chapter 8 (Delivering Value via Sustainable Supply Cycle Strategies) Dahlstrom: Chapter 9 (Delivering Value in Retailing – Sustainability)
Week 9	Making a Difference in the World: Social Responsibility-focused Entrepreneurship
Objective 2	Instructor's Aid: <i>An Entrepreneurial Approach to Stewardship Accountability</i> by Kao, Kao, & Kao

Schedule (Continued)

- Week 10 Marketing Focused on the Developing World: Opportunities & Challenges**
Objective 2 Instructor's Aid: *The Fortune at the Bottom of the Pyramid* by Prahalad
- Week 11 Sustainable Strategic Marketing for the Entrepreneur**
Objective 2 Instructor's Aid: *Sustainability Marketing: A Global Perspective* by Belz & Peattie
- Week 12 Sustainability: Entrepreneurially Anticipating the Future**
Objective 3 Dahlstrom: Chapters 11-14 Macro Economic Energy Consumption
- Week 13 Entrepreneurial Marketing and the Internet**
Objective 3 Jantsch: Chapter 6 (Automate Your Marketing with a Web Site that Works Night and Day)
 Jantsch: Chapter 12 (Automate Your Marketing with Technology Tools)
- Week 14 Developing Personal Networks**
Objective 3 Jantsch: Chapter 13 (Turn Prospects into Clients & Clients into Partners)
 Instructor's Aide: *Networking Smart: How to Build Relationships for Personal and Organizational Success* by Baker

In order to receive appropriate accommodations, **students with disabilities must register with the Center for Teaching and Learning Excellence and provide relevant and current medical documentation.** Students should contact Mary Ellen Pichiarello (Extension 4039) or Jim Muniz (Extension 4218), 5th floor, St. Thomas Hall, for an appointment. For more information, see <http://www.scranton.edu/disabilities>.

Writing Center Services

The Writing Center focuses on helping students become better writers. Consultants will work one-on-one with students to discuss students' work and provide feedback at any stage of the writing process. Scheduling appointments early in the writing progress is encouraged.

To meet with a writing consultant, stop by during the Writing Center's regular hours of operation, call (570) 941-6147 to schedule an appointment, or complete the Writing Assistance Request Form online. You can also schedule an online appointment using Google Docs and Google Talk.

Student Learning Outcomes and Assessment Plan

The primary outcome is for the student to develop an entrepreneurial mindset in whatever career endeavors he or she pursues. The student learning outcomes are consistent with the Kania School of Management Assessment of Learning Goals. Specific student and Kania School learning outcomes (goals) are listed with the course objectives at the beginning of this syllabus.

At the course level, assessment will also include internal assessment by the instructor using Kania School of Management approved rubrics measuring applicable goals (again, listed with the objectives at the beginning of this syllabus) and traits. Each course (and the minor as a whole) will include a “closing-the-loop” mechanism similar to that in place in the Kania School of Management which meets AACSB accreditation standards. This involves collection and analysis of course assessment data and the development of action items for improvement. (Assessment data is collected at the individual level, but analyzed at the course level.) The following year’s assessment will be reviewed for an indication of the success of the action plan.

All of the courses in the minor are tightly linked in pursuit of similar outcomes. At the program minor level, the number of students who win business plan competitions will be a measure of student outcomes. Also, the number of actual start-ups efforts will be assessed, as will input from internship sponsors.