

Marketing 427 – Entrepreneurial Marketing – Western Kentucky University
Web Course Fall 2022

Instructor: Megan Ormon

Email: megan.ormon@wku.edu

Please allow 48 hours for responses to email inquiries. Plan accordingly. Immediate responses are not always available.

Required Textbook: *Marketing that Works: How Entrepreneurial Marketing Can Add Value to Any Size Company*. 2nd edition. By Lodish, Morgan, Archambeau & Babin. Copyright 2016 Pearson. ISBN # 978-0-13-399333-2

****THIS SYLLABUS AND ITS' CONTENTS ARE SUBJECT TO CHANGE AT ANY TIME THROUGHOUT THE SEMESTER**** Updates to the syllabus will be posted in the Announcements section of our Blackboard site.

CATALOG COURSE DESCRIPTION:

MKT 427 Entrepreneurial Marketing, 3 hours, Prerequisite - MKT 220. A study of key marketing strategies relevant to new ventures that prepares students to work in an entrepreneurial firm to run their own business.

COURSE OBJECTIVES

The major objectives of this course are to understand basic marketing concepts/strategies in an entrepreneurial context, and to apply these concepts in an entrepreneurial marketing plan.

STUDENT RESPONSIBILITIES

Students are responsible for checking Blackboard on a regular basis, staying on top of classroom communication and reading assigned materials. **It is important to understand since this course is website only, checking our class Blackboard site for updates and information multiple times a week is required.** Assignments, exams and the final project will cover text materials as well as any class discussions through our class Blackboard page.

ASSIGNMENTS (300 points)

Assignments during the semester will be discussed on our Blackboard site. **ASSIGNMENT DUE DATES WILL BE POSTED WITH EACH INSTRUCTIONS AND IN THE COURSE SYLLABUS. There will be NO late assignments accepted.** As a web course, it is your responsibility to make sure you have access to the internet to complete assignments throughout the semester.

FINAL PROJECT (100 points)

An individual project to be turned in on the final week of classes will result in a large portion of your grade. More details will be given on this project through our Blackboard site.

EXAMS (100 points)

There will be two exams, throughout the class, each worth 50 points. The exams will be over chapter readings and can include multiple choice, short answer and short essay questions. **Exams WILL NOT be made up unless approved prior to the exam by the instructor.**

MAKE-UP ASSIGNMENTS AND/OR EXAMS:

ONLY University-excused absences will be accepted, and they are listed below:

- Death in the family – obituary or funeral notice is required.
- Illness – Doctor's note is required.
- Other University Excused Absence – emergency school closure, student athlete participating in their event, other class trips/events (required memo/letter/note from trip sponsor or professor.)

In all cases, ***discussion with me PRIOR to missing an assignment or exam and proper documentation will allow for any late submissions.***

GRADING SCALE

There will be a total of 500 points available. The breakdown of the points are as follows:

Exams (2 @50 pts. each)	=	100 points
Assignments (including Discussion Board Posts)	=	300 points
Final Project	=	<u>100 points</u>
Total available points	=	500 points

The grading scale will be -

448-500pts (90%-100%)	= A
398-447pts (80%-89%)	= B
348-397pts (70%-79%)	= C
298-347pts (60%-69%)	= D
297pts (59%) and below	= F

Any updates to the grading scale will be at the instructor's discretion and discussed in class

CHEATING

Cheating will NOT be tolerated in this course. No exceptions. Students found cheating will fail the course.

ADA Accommodations

In compliance with University policy, students with disabilities who require academic and/or auxiliary accommodations for this course must contact the Student Accessibility Resource Center located in Downing Student Union, Room 1074. The SARC can be reached by phone number at 270-745-5004 [270-745-3030 TTY] or via email at sarc.connect@wku.edu. Please do not request accommodations directly from the professor or instructor without a faculty notification letter (FNL) from The Student Accessibility Resource Center.

Title IX/ Discrimination & Harassment

Western Kentucky University (WKU) is committed to supporting faculty, staff and students by upholding WKU's Sex and Gender-Based Discrimination, Harassment, and Retaliation (#0.070) and Discrimination and Harassment Policy (#0.2040). Under these policies, discrimination, harassment and/or sexual misconduct based on sex/gender are prohibited. If you experience an incident of sex/gender-based discrimination, harassment and/or sexual misconduct, you are encouraged to report it to the Executive Director, Office of Institutional Equity/Title IX Coordinator, Ena Demir, 270-745-6867 or Title IX Investigators, Michael Crowe, 270-745-5429 or Joshua Hayes, 270-745-5121. Please note that while you may report an incident of sex/gender based discrimination, harassment and/or sexual misconduct to a faculty member, WKU faculty are "Responsible Employees" of the University and MUST report what you share to WKU's Title IX Coordinator or Title IX Investigator. If you would like to speak with someone who may be able to afford you confidentiality, you may contact WKU's Counseling and Testing Center at 270-745-3159.

COVID-19

All students are strongly encouraged to get the COVID-19 vaccine. In accordance with WKU policy, all students must call the WKU COVID-19 Assistance Line at 270-745-2019 within 4 hours of testing positive for COVID-19 or being identified as a close contact to someone who has tested positive. The COVID Assistance Line is available to answer questions regarding any COVID-19 related issue. This guidance is subject to change based on requirements set forth by federal, state, and local public health entities. Please refer to the Healthy on the Hill website for the most current information. www.wku.edu/healthyonthehill

WKU Counseling and Testing Center

The university experience should be challenging, but not overwhelming. To this end, the WKU Counseling Center provides a variety of services to help strengthen students' capacity to tolerate distress, form healthy relationships, and seek healthy expressions of their ideals and values. If you would like to speak with someone, you may contact WKU's Counseling and Testing Center at 270-745-3159 or use their Here To Help service at <https://www.wku.edu/heretohelp/heretohelpemail.php>. If you need immediate help, please visit the Counseling Center in 409 Potter Hall or call the 24-hour emergency help line at 270-745-2548.

Big Red Backpack

The Big Red Backpack program is the title of WKU's partnership with Barnes & Noble College for their First Day Complete initiative. Big Red Backpack is a course materials delivery program that ensures students have their required course materials on the first day of class and may reduce the costs of materials for many of their courses. Enrollment in the program occurs automatically when students register for classes. Students may opt out of the program each semester, as long as they choose to opt out for all of their classes.

Students MUST carefully and completely follow all instructions regarding the Big Red Backpack Program. Those instructions will be provided by:

1. An email to all Topper email addresses from the Big Red Backpack Program one month prior to the start of classes.
2. The Big Red Backpack Program site: <https://www.wku.edu/bigredbackpack/>.

Students should refer to the Big Red Backpack Program site referenced above for opt-out deadlines and any additional details.

If you have read all the way to the bottom of this syllabus, please send me an email – megan.ormon@wku.edu – letting me know you have read and understood the requirements this semester. If you complete this final step, you will receive an extra 10 points of bonus credit on your first assignment. This is the only bonus credit I ever provide, so please take advantage of it.