

**Marketing 427 – Entrepreneurial Marketing – Western Kentucky University  
Web Course    Fall 2024**

<u>Instructor</u>	<u>Email</u>	<u>Office Location &amp; Hours</u>
Mrs. Megan Ormon	<a href="mailto:megan.ormon@wku.edu">megan.ormon@wku.edu</a>	GH407 – Phone 270-745-2471 MW 1-3pm or by appointment

In most cases, email is the best way to reach me. ***Please allow 24 hours (M-F) for responses to email inquiries.***

**\*\*THIS SYLLABUS, COURSE SCHEDULE 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.

**Textbook Information:**

Required Textbook: ***Entrepreneurial Marketing: A Blueprint for Customer Engagement.*** 1st edition. By Goldstein, Beth. Copyright 2021 by SAGE Publications, Inc. ISBN # 9781544320434 (paperback) or ISBN # 9781544397436 (epub)\*

*\*The e-book is also an acceptable version of this text to use for class purposes.*

**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 LISTED IN THE COURSE SCHEDULE. 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. Any edits to the Course Schedule will be included in your Announcements section of our Blackboard site.

### **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.** 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>
<b>Total available points</b>	=	<b>500 points</b>

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 through Blackboard\*

### **CHEATING**

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

### Regular and Substantive Interaction

The U.S. Department of Education requires that distance education courses must include regular and substantive interaction between students and faculty. For more information about Regular and Substantive Interaction at WKU, please visit the [Regular and Substantive Interaction in Online and Distance Learning webpage](#).

In this course, regular and substantive interaction will take place in the following ways:

- Faculty participation in weekly discussion boards,
- Weekly announcements, and
- Timely and detailed feedback on assignments provided within one week of submission.

### 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](mailto: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.

### Pregnant and Parenting Students

Western Kentucky University does not discriminate against any student or exclude any student from its educational programs or activities, including classes or extracurricular activities, on the basis of pregnancy and/or pregnancy-related conditions such as, but not limited to, childbirth, false pregnancy, termination of pregnancy, or recovery therefrom. Students who seek pregnancy or pregnancy-related accommodations should make their requests as soon as possible via WKU's Title IX Website at [www.wku.edu/titleix/](http://www.wku.edu/titleix/) under the heading, "Pregnancy or Pregnancy-Related Conditions." Students can also contact the Title IX Coordinator, Ena Demir, via email at [ena.demir@wku.edu](mailto:ena.demir@wku.edu) or by phone at (270) 745-6867 to request accommodations or seek assistance. We encourage students and faculty to work together to establish a plan that allows the student to complete the class and coursework without jeopardizing academic integrity and course standards. The Title IX Coordinator can help facilitate conversations between students and faculty regarding appropriate and reasonable accommodations.

If you are a WKU student and believe that you have experienced an incident(s) of discrimination or harassment based on pregnancy (or pregnancy related conditions or issues), please report it to the Title IX Coordinator via email at [ena.demir@wku.edu](mailto:ena.demir@wku.edu) or by phone at (270) 745-6867.

Additional resources for pregnant and parenting students can be found on WKU's Title IX Website at [www.wku.edu/titleix/](http://www.wku.edu/titleix/).

#### 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 or Michael Crowe, 270-745-5429. 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.

#### 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](mailto: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. I offer no other bonus opportunities throughout the semester, so take advantage of this one!***