Nashville State Community College  
Business & Applied Arts Division  
Business Program  

Master Course Syllabus

This master course syllabus is meant simply as a guide and overview of the course. Each instructor will further clarify their criteria for grading, classroom procedures, attendance, exams and dates, etc. on his/her course syllabus.

Course Title:  ENTREPRENEURSHIP MARKETING - ENTR 1800  
Credits  3.0  
Class Hours  3.0

Course Description:  
A study of the unique challenges and opportunities of marketing an entrepreneurial venture. Students will analyze the marketing philosophies and strategies of successful entrepreneurs. Topics include the importance of marketing an entrepreneurial venture, analyzing the target audience, conducting market research, development of entrepreneurial marketing objectives, planning and creation of marketing messages, the use of various marketing media, and the steps involved in creating a marketing plan. Students will prepare a marketing plan for an entrepreneurial venture. PREREQUISITES: None.

Instructor Information:  
Name:  
Email:  
Office Phone:  
Office Location:  
Office Hours:  

Textbook and Other Materials:  
Reference Materials: None  
Supplies: None

Additional Information:  
This course provides a dynamic, practical, hands-on approach that encourages students to immerse themselves in the vision, research, and planning aspects of a marketing plan for a new venture. It is designed to teach students how to research, develop, and write detailed Marketing Plans which can be used to help create a successful businesses. Students will learn effective
entrepreneurial practice from the perspective of the founder that can make a difference in the ultimate success or failure of the entrepreneurial process.

The course centers on the marketing planning process—opportunity recognition, business concept development, feasibility testing, and the Marketing Plan. The Marketing Plan will address the four major areas of marketing: Place, Price, Product, and Promotion. Students gain the knowledge, skills, concepts, and strategies relevant for start-up and early-stage entrepreneurs.

Students experience all aspects of developing a marketing plan for a new venture from determining their personal vision to conducting market analysis to testing financial feasibility, drawing from the whole spectrum of business and management. This course demonstrates why good planning leads to successful business performance. Students gain insight in how the various pieces of the business’s puzzle fit together and why the different aspects need to be managed in harmony for the venture to operate successfully.

A purpose of the course is to present the basic concepts and tools of business analysis, and to instill the methods of crafting a well-conceived plan and executing it competently. The student will be called on to probe, question, and evaluate all aspects of a potential venture’s external and internal situation. He or she will learn to tell the difference between winning plans and mediocre plans, and become more skilled in spotting ways to improve a venture’s strategy or its execution. In the midst of all this, another purpose is accomplished: to help the student synthesize what he or she has learned in prior business courses. Dealing with the grand sweep of how to manage all the pieces of a business makes this course an integrative course in which the student reaches back to use concepts and techniques covered in previous courses.

The principal themes of this course involve:
1. understanding entrepreneurs; why some are successful while others struggle,
2. understanding how various pieces of a business—opportunity recognition, accounting, finance, marketing, production, and management—work together to create companies,
3. understanding the industry and competitive environment in which a business operates
4. knowing the venture’s long-term direction and strategy, and
5. developing a marketing plan around a chosen concept.

**Course Outcomes:**

Upon successful completion of this course, students should be able to:

1. Describe essential entrepreneurial characteristics, behaviors, and personal criteria important to business success.
2. Identify venture opportunities and compare and contrast various ways of entering business.
3. Prepare a business and products/services concept statement to define their business.
4. Evaluate their business concept against the “ideal” model business characteristics.
5. Identify, discuss, and explain the legal requirements for starting and growing a business.
6. Develop a marketing plan for a business.
7. Identify outside sources of small business assistance and expertise.
Course Competencies:
The following are detailed course competencies intended to support the course outcomes:

1. Complete an evaluation of a business concept against personal criteria.
2. Identify personal preferences, interests, and talents.
3. Identify personal and career goals and evaluate the compatibility of personal and career goals.
4. Evaluate the compatibility of personal goals and the business concept.
5. Describe essential entrepreneurial characteristics and behaviors.
6. Identify skills and expertise necessary for business success.
7. Assess personal strengths and weaknesses.
8. Identify common misconceptions and myths about entrepreneurs.
9. Relate entrepreneurial success to the ability to identify market needs and trends and identify how entrepreneurs find ideas for business concepts.
10. Identify entrepreneurial entry strategies.
11. Explain the reasons for buying a business instead of starting one and the salient considerations when buying a business.
12. Explain and justify the proposed business and its products/services by writing a concept statement.
13. Evaluate business concepts against the ideal business.
14. Explain and discuss the legal requirements for a business.
15. Identify the sections of feasibility and business plans and writing and formatting suggestions for producing good plans.
16. Develop a product and/or service plan for a business.
17. Develop a marketing plan for a business.
18. Develop a management plan for a business.
19. Develop a financial plan for a business.
20. Develop an operating and control systems plan for a business.
21. Prepare and present a business plan.
22. Identify and discuss outside resources for business assistance and expertise.

The following are general education competencies intended to support the course outcomes:

1. Write clear, well-organized documents.
2. Locate, evaluate, and use multiple sources of information.
3. Apply mathematical concepts to problems and situations.
4. Use critical thinking skills.
5. Use and adapt current technologies.

Topics to Be Covered:
1. Marketing Overview
2. Marketing Strategies
3. Ethics and Marketing
4. Consumer Behavior
5. Identifying Venture Opportunities
6. Business Valuation
7. Model Business
8. Market Research
9. Analyzing the Market
10. Pricing
11. Market Penetration
12. Marketing Plan
Course Assessments:
The following performance assessments will be used to demonstrate students’ understanding, knowledge and skills:

Grading Criteria:
Grading Criteria may vary by instructor. Please refer to the syllabus for your course section for the correct information. This information will be supplied by the instructor at the beginning of the course.

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<th>Evaluation:</th>
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<td>Marketing Plan</td>
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<td>Presentation</td>
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Make-up procedures for missed assignments and work.
Make-up procedures may vary by instructor. Please refer to the syllabus for your course section for the correct information. This information will be supplied by the instructor at the beginning of the course.

Attendance Policy
A student is expected to attend all scheduled classes and laboratories. Each instructor will formulate an attendance policy and provide it on the course syllabus. Absences are counted from the first scheduled meeting of the class, and it is the responsibility of each student to know the attendance policy of each instructor in whose class he/she is enrolled. If a student is absent from a class, he/she should give an advanced explanation to the instructor. Absences in a course may affect a student’s final grade. The student is responsible for all assigned work in the course regardless of excused or unexcused absences. Tardiness may also affect a student’s final grade.
Failure to attend class will result in a final course grade of “FA” or “FN” (see explanation below) depending on the individual instructor’s course policy.

FA= failure, attendance-related (unofficial withdrawal) Last recorded date of attendance required.
FN= failure, never attended class (unofficial withdrawal)

It is the student's responsibility to officially withdraw from a course/college. Please refer to the most recent Nashville State Community College catalog for information on withdrawing.

Student Communication Channels
It is the student’s responsibility to check NS Online (D2L) and MyNSCC email on a regular basis. These are the official communication channels between the college and students. Students are responsible for the information communicated through those channels. NS online (D2L) contains specific course information and MyNSCC contains information important for other purposes.

Early Warning System
Nashville State Community College has implemented an Early Warning System to notify students via e-mail about academic problems such as poor classroom attendance, poor performance on assignments/tests, poor communication skills, late/missing assignments, and/or lack of classroom participation. Please note that Early Warning Alerts do not affect a student's academic standing.

ADA Compliance Statement
Nashville State complies with the Americans with Disabilities Act. If you wish to request any special accommodations for any courses in which you are enrolled, contact the Student Disabilities Office at 615.353.3721.

Classroom Misconduct
Nashville State Community College has a zero tolerance policy for disruptive conduct in the classroom. Students whose behavior disrupts the classroom will be subject to disciplinary sanctions. Please consult your Student Handbook for more specific details.

The instructor has primary responsibility for control over classroom behavior and maintenance of academic integrity. He/she can order temporary removal or exclusion from the classroom of any student engaged in disruptive conduct or in conduct which violates the general rules and regulations of the College.

Disruptive behavior in the classroom may be defined as, but is not limited to, behavior that obstructs or disrupts the learning environment (e.g., offensive language, harassment of students and professors, repeated outbursts from a student which disrupt the flow of instruction or prevent concentration on the subject taught, failure to cooperate in maintaining classroom decorum, etc.), the continued use of any electronic or other noise or light emitting device which disturbs others (e.g., disturbing noises from beepers, cell phones, palm pilots, lap-top computers, games, etc.).
Please be aware that children are not allowed in class or unattended on campus.

**Academic Dishonesty (Honor Code)**

Any form of academic dishonesty, cheating, plagiarizing, or other academic misconduct is prohibited. “Plagiarism may result from: (1) failing to cite quotations and borrowed ideas, (2) failing to enclose borrowed language in quotation marks, and (3) failing to put summaries and paraphrases in your own words (A Writer’s Reference 331). Academic dishonesty may be defined as, but is not limited to, intentionally trying to deceive by claiming credit for the work of another person, using information from a web page or source without citing the reference, fraudulently using someone else’s work on an exam, paper, or assignment, recycling your own work from another course, purchasing papers or materials from another source and presenting them as your own, attempting to obtain exams/materials/assignments in advance of the date of administration by the instructor, impersonating someone else in a testing situation, providing confidential test information to someone else, submitting the same assignment in two different classes without requesting both instructor’s permission, allowing someone else to copy or use your work, using someone else’s work to complete your own, altering documents, transcripts or grades, and forging a faculty/staff member’s signature.

In addition to other possible disciplinary sanctions that may be imposed through regular college procedures as a result of academic dishonesty the instructor has the authority to assign an “F” or a “Zero” for the exercise, paper, or examination or to assign an “F” for the course. Students may appeal through the appropriate college grade appeal procedures.

**Inclement Weather Policy**

In the event of an inclement weather event, check the Nashville State web site home page at www.nscc.edu for announcements on campus closures. Campus closures will also be announced on local television stations (channels 2, 4, 5, and 17).

When classes are cancelled, an online assignment will be posted in NS Online. Check your NS Online email for a message from your instructor regarding your online assignment requirements. Even though classes may be cancelled, some areas, i.e. Testing Center, may be open. However, you should check before commuting to campus.

The Vice President for Academic Affairs and the Director of Security are responsible for cancellation decisions during an inclement weather event for the Nashville State main campus and the Southeast campus. Cookeville, Waverly, and Dickson Campus Directors will make class cancellation decisions based on conditions in their respective areas. Decisions about class cancellations are based on actual conditions, not forecasts. The perspective used for making decisions is that of the college as an employer, not as a K-12 institution. Students should use their own best judgment in determining whether to report to campus during inclement weather when classes are not cancelled.

**Course Policy Changes:**

This syllabus is meant simply as a guide and overview of the course. Some items are subject to change or may be revised at the instructor’s discretion. Each instructor will further clarify their
criteria for grading, classroom procedures, attendance, exams and dates, etc. on his/her course syllabus.

Your instructor reserves the right to modify course policies during the semester. However, once the semester has begun, the instructor's intent will be to change policies primarily to benefit students as circumstances dictate.