Course Outline
BUS 314 (001): Entrepreneurial Marketing
Fall Session 2018

Class Time: TR 4:00 – 5:15 (ED 619) September 5-December 06

Instructor: Lee Elliott, B.A., MBA
Lecturer (Entrepreneurship)

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Office Hours: By Appointment

Course Objective and Content

While maintaining strong focus on the fundamentals of marketing, this course will examine many of the issues of starting, marketing and maintaining an entrepreneurial venture. Course material and readings will be provided throughout the semester, supplemented with case analysis and guest lectures.

PREREQUISITES:

BUS 210

Text

Reading and course material will be provided through URcourses.

Grading

Attendance, Class participation & Case Briefs 15%
Mid-Term Exam: (October 18) 15%
Marketing Assignment 15%
Presentations 15%
Final Exam (2:00 PM, Dec 13): 40%

100%
Class Attendance and Contribution:

Class participation will be assessed a grade out of a possible 10 marks. This will be based on attendance and participation in class discussions. Students are expected to come to class well-prepared on occasion attendance will be taken formally. Students who cannot attend a class should advise me prior to the class. Repeated and unexcused absences will result in loss of participation marks and possibly a grade of incomplete. Name cards are expected for every class and will be part of this mark.

Special Needs:
Students with disabilities and need special accommodations should contact me, as well as the Coordinator of Special Needs Services at 585-4631

Note on Exams:

For the Mid-Term Exam, students will be responsible for all material previously covered in class, as well as the assigned readings and cases. The Final Exam will be based on the entire term work, but those topics and materials covered subsequent to the Mid-Term will be given additional emphasis. Deferred exams can be granted by the Dean’s Office and only in exceptional circumstances. You must pass the final exam to pass this class.

Assignments

The assignments are designed to prepare students for real life business issues. Students experiencing difficulties with assignments are encouraged to contact me. Students must hand in assignments to Turnitin Links on URCourses. No late assignments will be accepted in this class for any reason.

Intellectual Integrity

Students enrolled in Business courses at the University of Regina are expected to adhere rigorously to principles of intellectual integrity. Use or possession of any electronic device during an exam shall be considered academic misconduct. Plagiarism is a form of intellectual dishonesty in which another person's work is presented as one’s own. Plagiarism or cheating on examinations/assignments is a serious offence that may result in a zero grade on an assignment, a failing grade in a course, or expulsion from the University. For more information on this matter, please consult Section 5.13 of the Undergraduate Calendar.

Case Briefs

The purpose of case briefs is to prepare students to analyse and discuss the case in class. Briefs are to be handed into URCourses and no lates will be accepted for any reason. They will be graded on a pass/fail basis with no comments. Generally, any brief handed in with evidence of reading the case and answering the short questions will pass. Case briefs are to be max 250 words in length unless otherwise assigned.

Presentations

Students will be placed in groups of 3 or 4 as chosen by Instructor. Presentations will be about 20 minutes long or 5 minutes per student. Topics will be chosen by students with the guideline that topics must be relevant to entrepreneurial marketing. All presentation topics must be submitted for approval and must be seen to “add value to an entrepreneurship class”.

Grading will be based on content, creativity, preparation, structure, and relevance to course material. On your presentation day, a maximum 1250-word group paper will be due. This paper is to reflect your presentation and ONE per group will be handed in. Mandatory peer evaluation is also due on presentation day in hard copy.

All students will be expected to have work completed and be ready to present on the first day of presentations. Obviously, all cannot go on Day 1, but I would like work done nonetheless. Schedule will be posted the evening before the first presentation.
TENTATIVE COURSE OUTLINE:

Topics will vary from outline as we add cases and guest speakers. There will be 4-6 Case discussion classes. This is a guideline only and will definitely change.

Week 2 (Sept 11 & 13): Continued + Business Case discussion
Week 3 (Sept 18 & 20): Building Customer Loyalty
Week 4 (Sept 25 & 27): Analytical Tools
Week 5 (Oct 2 & Oct 4): Continued
Week 6 (Oct 9 & 11): Marketing plans and Marketing Strategy
Week 7 (Oct 16): Selected topics TBA
October 18, 2018

Midterm Exam

Week 8 (Oct 23 & 25): Guerilla Marketing
Week 9 (Oct 30 & Nov 1): Pricing
Week 10 (Nov 6): Selected topics TBA Fall Break Nov 8
Week 11 (Nov 13 & 15): Promotion & Field Trip to local Business
Week 12 (Nov 20 & 22): Promotion
Week 13 (Nov 27 & Nov 29): Presentations
Week 14 (Dec 4 & 6): Presentations & Review

Dec 13, 2014, 2:00 PM

Final Exam

Welcome Entrepreneurs!
Feeling Stressed? Always worried?
Some stress is normal when you’re going to university but 1 in 5 students will suffer from enough distress that they would benefit from counselling.

What can I do?
The U of R offers several counselling services free of charge for students at the U of R. These sessions are confidential and easy to access for students – simply go to the second floor of Riddell, Room 251 to make an appointment.

When should you go?
Knowing when to schedule an appointment can be tough. Some common issues you might need help with include test anxiety, if you’ve experienced a trauma like losing a family member or a close friend, or if you’ve recently ended a relationship.

If the feelings you’re experiencing are more intense and severe counselling services can also provide urgent service within 3 days and referrals as needed.

What options are available for me?

**Personal Counselling** – This is a great option if you’d like one on one attention for things like anxiety and panic, relationship conflict, depression, grief and loss, academic issues, body image and substance abuse.

Up to 5 sessions are free per semester. Try it – talking about your problems can be more helpful than you might think!

**Group Counselling** – Simply put, you’re not alone. Many students are experiencing the same things as you. The U of R offers a wide variety of group counselling opportunities that can help teach many skills for managing your mental health, including: Meditation and relaxation, Healthy relationships, Stress Management and Self-Care.

But I can’t afford counselling…
Seeking counselling doesn’t have to be cost prohibitive. Many students can benefit from the 5 free sessions offered by the University as a benefit of being a student.

If you need more sessions make sure you contact URSU and visit [www.iHaveAPlan.ca](http://www.iHaveAPlan.ca). Many expenses that are related to mental health, including going to a psychologist, are partially covered by your Student Health and Dental Plan!

What else can I do?
Self-care - taking better care of yourself, can help you out. Eating better, working out, smoking and drinking less and balancing school with fun can all help with mental health!
Have a problem but don’t know how to fix it?
URSU’s Student Advocate can help you free of charge!

- Academic Appeals
- Disciplinary Appeals
- Student Loan Appeals
- E-mail advocate@ursu.ca to schedule an appointment today!

- Emergency Bursaries
- Notary Public
- Rentalsman Appeals