Instructor: Mark T. Hagenbuch
Office: BlackBoard/E-mail
Office Hours: As posted in BlackBoard; by appointment for more detailed discussions about the course and work with your client. I check my UNCG email regularly and that is the easiest way to reach me.

Phone: Office – 336/334.4822 ext. 62003 (has voice mail)
E-mail: mthagenb@uncg.edu
Skype: markh_nc (I will try to have this active on a regular basis)
Home Page http://blackboard.uncg.edu/

Prerequisite: Grade of C or better in MGT 312 or MKT 320; senior standing; admission to approved program.


Articles, cases, examples, documents/templates will be distributed throughout the course via BlackBoard and any changes to the syllabus will be announced there as well. It is your responsibility to obtain copies and/or new information from BlackBoard. You must check the course home page and BlackBoard on a regular basis to keep up-to-date with class updates, assignments, resources, and other helpful items.

I will be using the Internet (Inc. Magazine archives, SBA web site, etc.) as a resource and will ask you to locate, review, and download information as part of class.
Course Description:

This course examines the unique aspects of Marketing in small businesses with an emphasis on student consulting and the entrepreneurial process including:

1. Small Business Consulting
2. Entrepreneurial Marketing
3. Management for Entrepreneurs
4. Decision Making
5. Effective Communication Skills

We will be discussing the importance of marketing in small, entrepreneurial companies using material and examples covered in the Crane text, on-line articles and videos, and from guest speakers. Course content is designed to help illustrate the differences in how marketing takes place (budget, media, technology) differently in small firms compared to their larger counterparts.

During the second half of the course, you will work with a small business to help it address marketing problems/opportunities it faces. You will play an advisory/consulting role in this project; I will provide the required forms and content to help you manage and grow the relationship with your business/client. You may have the assistance of a representative of the Small Business Center Network (SBCN) or the NC Small Business & Technology Development Center (SBTDC) or other economic development organization in identifying a client for this project.

At the conclusion of the course, the student should have an understanding of the unique concerns of small businesses and have had first-hand experience in dealing with actual problems that small businesses encounter in the marketplace.

Objectives and Assignments:

Students are expected to:
1) Be able to discuss any of the major topical areas presented in this course. Possible topics include, but are not limited to: the entrepreneurial process, roles and expectations of a consultant, and the advantages and disadvantages for the implementation of management, marketing or financing strategies.
2) Participate in on-line class activities and assignments that will demonstrate understanding and command of the course material and will provide additional perspective for the hands-on marketing project.
3) Carry out a Consulting Project with a local small business. Students will work in concert with the instructor, a local Small Business Center, NC Small Business & Technology Development Center (SBTDC) office, or other local economic development organization(s) to select an appropriate business and complete their work. The project is comprised of the following elements:
a) Creation of a *Letter of Scope* detailing the direction and content of your proposed work with your client.
b) Creation of a *Consultant's Recommendation Report* based upon the student's *approved* project with your local business (a template for this document will be provided to assist you in the organization and documentation of your work on the project).
c) A formal *Presentation* of your work, possibly in video format; this will be available to the instructor and business owners.
d) Turn in weekly reports documenting your work and time spent on the consulting project.
e) This project will be graded both on feedback from your client and the overall content and quality of your work.

4) Participate in and carry out class assignments. I will use BlackBoard and links to other web sites to monitor student activity and participation.
   a) Some class sessions will require you to use BlackBoard Collaborate (or an equivalent tool such as Skype) to participate in activities such as case discussions and presentations by guest entrepreneurs. These sessions will be clearly marked in the syllabus and announced in BlackBoard.
   b) My philosophy regarding class participation is that quality, not quantity is important. Everyone benefits from meaningful discussion of cases, current events, and guest speaker presentations. Much of what you learn in this class will emerge from discussions and interaction between students in the discussion board and other interactive resources. Class participation accounts for 10% of your final grade, so failure to take part in class discussions, BlackBoard exercises, and other class activities can have a significant impact on your overall grade in this course.

5) There will be two examinations/case write-ups during the semester. These assignments will be based on materials covered in class, guest speakers, and/or on cases distributed during the course.

You must turn in all assignments on or before the date and time they are due. The time stamp from the appropriate site (BlackBoard or UNCG's email server) will be the 'official' record of when you submit the assignment. I will not accept late work unless you have made a specific arrangement with me.
Grading:

Grades will be determined primarily by evaluation of your Consulting Project by your instructor, with consideration of input from your client. Here are details regarding the weight of various components of your grade:

- **Class Participation**
  - Discussion Board: 10%
  - Collaborate & other Activities: 10%

- **Consulting Project**
  - Consultant’s Recommendation Report: 30%
  - Final Presentation (PPT/video): 10%
  - Client Evaluation: 10%

- **Exams**
  - Exam I: 15%
  - Exam II: 15%

Academic Honesty:

Academic dishonesty will not be tolerated. Any form of academic dishonesty will result in a failing grade for the course and will be reported to the University. The most common types of academic dishonesty in courses of this type are:

- **Fabrication** – “intentional falsification or invention of any information or citation in an academic exercise” – this includes falsifying research data and falsifying sources of information.

- **Plagiarism** – “intentionally or knowingly representing the words, ideas, or work of another as one’s own in an academic exercise” – this includes failing to acknowledge a direct quote with quotation marks and citation, and failing to cite a source of paraphrased material.

For more information on academic dishonesty and its penalties, please see the UNCG Academic Integrity Policy at [http://academicintegrity.uncg.edu](http://academicintegrity.uncg.edu).

Faculty – Student Guidelines:

The Bryan School has adopted a set of faculty and student guidelines. I hope that you will read and consider these. They are available at:

[http://bae.uncg.edu/assets/faculty_student_guidelines.pdf](http://bae.uncg.edu/assets/faculty_student_guidelines.pdf)
# Course Schedule (Tentative – changes/updates will be reflected in BlackBoard)

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**MFE** Marketing for Entrepreneurs text

**CM Work** Student Consultant's Manual document