



LUND
UNIVERSITY

School of Economics and Management

ENTN06, Entrepreneurial Marketing, 7.5 credits

Entrepreneurial Marketing, 7,5 högskolepoäng

Second Cycle / Avancerad nivå

Details of approval

The syllabus was approved by Academic Director of Studies at Department of Business Administration on 2016-04-27 and was last revised on 2020-02-20. The revised syllabus applies from 2020-02-20, autumn semester 2020.

General Information

Language of instruction: English

The course is offered in English, students must therefore be able to communicate in English both orally and in writing.

Main field of studies

Entrepreneurship

Depth of study relative to the degree requirements

A1N, Second cycle, has only first-cycle course/s as entry requirements

Learning outcomes

A passing grade on the course will be awarded to students who:

Knowledge and understanding

- Demonstrate knowledge and understanding of central concepts within marketing.
- Demonstrate an ability to describe and contrast marketing management with entrepreneurial marketing.
- Demonstrate knowledge of marketing in the context of entrepreneurship and new venture creation
- Demonstrate an understanding of the key components of a value proposition and their interrelationships.

Competence and skills

- Develop the skills and competences to conduct a well-grounded feasibility analysis.
- Demonstrate the skills to test a business idea using primary data
- Demonstrate the ability to analyse secondary market data

Judgement and approach

- Demonstrate the capacity to assess the feasibility of a business idea
- Demonstrate the capacity to assess the social and/or sustainable impact of a business idea
- Demonstrate the capacity to assess what kind of marketing is needed under which circumstances.

Course content

The aim of this course is threefold. Firstly, it introduces students to the concept of marketing in the context of entrepreneurship and new venture creation, an emphasis is placed upon the creation of value. Secondly, the feasibility of a new venture project is tested and analysed. An understanding of customers and users is emphasized during this process. Thirdly, the course explores how to communicate a business idea or value proposition to potential investors, customers and other stakeholders.

Course design

Teaching methods will vary, but primarily consist of lectures, group work, practice, and case discussions with the real-life projects in focus

Assessment

The students will be examined on their learning outcomes in both group and individual assessment.

Examination consists of combinations of written assignments, oral presentations, and written home exams.

This course is participative, intensive and utilises action based learning.

The examiner, in consultation with Disability Support Services, may deviate from the regular form of examination in order to provide a permanently disabled student with a form of examination equivalent to that of a student without a disability.

Subcourses that are part of this course can be found in an appendix at the end of this document.

Grades

Marking scale: Fail, E, D, C, B, A.

Grade (Definition) Points or % out of maximum points. Characteristic

A (Excellent) 85-100 points. A distinguished result that is excellent with regard to theoretical depth, practical relevance, analytical ability and independent thought.

B (Very good) 75-84 points. A very good result with regard to theoretical depth, practical relevance, analytical ability and independent thought.

C (Good) 65-74 points. The result is of a good standard with regard to theoretical depth, practical relevance, analytical ability and independent thought and lives up to expectations.

D (Satisfactory) 55-64 points. The result is of a satisfactory standard with regard to theoretical depth, practical relevance, analytical ability and independent thought.

E (Sufficient) 50-54 points. The result satisfies the minimum requirements with regard to theoretical depth, practical relevance, analytical ability and independent thought, but not more.

F (U) (Fail) 0-49 points. The result does not meet the minimum requirements with regard to theoretical depth, practical relevance, analytical ability and independent thought.

Some occasional examination elements of the course may have the grading scale pass (D) / fail U(F).

Plagiarism is considered to be a very serious academic offence. The University will take disciplinary actions against any kind of attempted malpractice in examinations and assessments. The penalty that may be imposed for this, and other improper practices in examinations or assessments, includes suspension from the University for a specific period of time.

Entry requirements

Bachelor degree (or equivalent) (i.e. 180 UCP or ECTS-cr.). Previous knowledge of Business Administration is not required.

Further information

In case of closure of the course: Within three semesters after the course closure there will be offered three additional occasions for examination of respective examination part of the course, for students with no successful result. Note that after this you can get a certificate only regarding completed examination parts.

Subcourses in ENTN06, Entrepreneurial Marketing

Applies from H20

- 2001 Presentation, 0,5 hp
Grading scale: Fail, Pass
- 2002 Home exam, 3,0 hp
Grading scale: Fail, E, D, C, B, A
- 2003 Customer Research, 1,5 hp
Grading scale: Fail, E, D, C, B, A
- 2004 Feasibility Analysis, 2,5 hp
Grading scale: Fail, E, D, C, B, A

Applies from H17

- 1602 Feasibility Analysis, 2,5 hp
Grading scale: Fail, E, D, C, B, A
- 1603 Feasibility Analysis, 1,5 hp
Grading scale: Fail, E, D, C, B, A
- 1604 Home Exam, 3,0 hp
Grading scale: Fail, E, D, C, B, A
- 1605 Individual Presentation, 0,5 hp
Grading scale: Fail, Pass