



School of Economics and Management

## ENTN06, Entrepreneurial Marketing, 7.5 credits

*Entrepreneurial Marketing, 7,5 högskolepoäng*

Second Cycle / Avancerad nivå

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### Details of approval

The syllabus is an old version, approved by Academic Director of Studies at Department of Business Administration on 2016-04-27 and was valid from 2016-04-27, autumn semester 2016.

### General Information

ENTN06 is a course in Entrepreneurship at the advanced level.

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.

#### Competence and skills

- Create a marketing campaign with entrepreneurial constraints.
- Write a well-grounded feasibility analysis.
- Analyze secondary market data and generate primary customer data.

## Judgement and approach

- Estimate market and sales potential.
- Assess the feasibility of a business idea.
- Assess what kind of marketing is needed under which circumstances.

## Course content

In order to successfully commercialize a business idea, knowledge on how to create a marketing campaign on limited means, the ability to analyze secondary market data and generate primary data, and being able to estimate markets and sales potential are essential skills. The objective of this course is to enhance the students' theoretical and practical knowledge of how to engage in entrepreneurial marketing. In addition, the students should learn how to communicate their analyses in the form of a marketing plan, but also learn communicate directly with customers.

The course will consist of three parts:

- Introduction to entrepreneurial marketing. The idea about entrepreneurial marketing is introduced and discussed, and students get to work with real life cases in order to practically relate to the topic.
- Customer analysis and market research, where related theories are introduced and discussed, and the students in practice get to analyze secondary data and generate primary data from potential customers and competitors, as well as estimate market and sales potential.
- Writing a marketing plan, where students should summarize their findings from data gathering and prior experiences in the form of a feasibility analysis. In this process, the business ideas will be evaluated and some of them selected for development in the following parts of the masters programme.

## 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

At least 50% of the grade is examined individually. The students will be examined on their learning outcomes in both group and individual assessment.

*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**

Students admitted to a Master's programme where this course is either a compulsory or elective part, are qualified for the course.

## **Further information**

The course ENTN06 cannot be combined with ENTN02 in a degree.

## Subcourses in ENTN06, Entrepreneurial Marketing

### 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

### Applies from H16

- 1601 Entrepreneurial Marketing, 7,5 hp  
Grading scale: Fail, E, D, C, B, A