



Ekonomihögskolan

## ENTN06, Entrepreneurial Marketing, 7,5 högskolepoäng

*Entrepreneurial Marketing, 7.5 credits*

Avancerad nivå / Second Cycle

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### Fastställande

Kursplanen är en historisk, äldre version, faställd av Studierektor vid Företagsekonomiska institutionen 2016-04-27 och gällde från och med 2016-04-27, höstterminen 2016.

### Allmänna uppgifter

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.

*Huvudområde*

Entreprenörskap

*Fördjupning*

A1N, Avancerad nivå, har endast kurs/er på grundnivå som förkunskapskrav

### Kursens mål

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

#### Kunskap och förståelse

- Demonstrate knowledge and understanding of central concepts within marketing.
- Demonstrate an ability to describe and contrast marketing management with entrepreneurial marketing.

#### Färdighet och förmåga

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

### Värderingsförmåga och förhållningssätt

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

### Kursens innehåll

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.

### Kursens genomförande

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

### Kursens examination

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

*Prov/moment för denna kurs finns i en bilaga i slutet av dokumentet.*

### Betyg

Betygsskalan omfattar betygsgraderna Underkänt, 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.*

## **Förkunskapskrav**

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

## **Övrigt**

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

## Prov/moment för kursen ENTN06, Entrepreneurial Marketing

Gäller från H17

- 1602 Feasibility Analysis, 2,5 hp  
Betygsskala: Underkänt, E, D, C, B, A
- 1603 Customer Research PaperCustomer Research Paper, 1,5 hp  
Betygsskala: Underkänt, E, D, C, B, A
- 1604 Home Exam, 3,0 hp  
Betygsskala: Underkänt, E, D, C, B, A
- 1605 Individual Presentation, 0,5 hp  
Betygsskala: Underkänd, Godkänd

Gäller från H16

- 1601 Entrepreneurial Marketing, 7,5 hp  
Betygsskala: Underkänt, E, D, C, B, A