



# Spears School OF BUSINESS

DR. TRACY A. SUTER  
SPRING 2016

## School of Entrepreneurship

*Imagine > Believe > Create*

Course:	EEE 3263/5223.001: Entrepreneurial Marketing, TR 12:30-1:45 PM, CLB 301 EEE 3263/5223.801: Entrepreneurial Marketing, R 4:30-7:10 PM, T-NCB 246 EEE 3263/5223.503: Entrepreneurial Marketing, Online
Prerequisite(s):	EEE 3263: EEE 3023, MKTG 3213 and completion of business core classes or instructor permission. EEE 5223: Admission to MBA program or instructor permission.
Professor:	Dr. Tracy A. Suter, Associate Professor & Jordan Chair in Entrepreneurship
E-mail Address:	<a href="mailto:tracy.suter@okstate.edu">tracy.suter@okstate.edu</a> - Please include EEE 3263 or EEE 5223 & section number in the Subject line of e-mail correspondence
WWW Address:	<a href="http://oc.okstate.edu">http://oc.okstate.edu</a> (Desire2Learn or D2L)
Office Location:	224 Business Building, Stillwater
Office Telephone:	405.744.1818
Office Hours:	TR 10:30 AM-12:15 PM (Stillwater), R 3:45-4:30 PM (Tulsa) & by appointment
Syllabus Attachments:	Stillwater (on D2L), Tulsa Addendum (on D2L)

### Required Course Materials:

Selected reading, audio, and video materials and handouts available on the course management site, D2L. No textbook is required. Several books will be referenced throughout the semester that could be valuable to further one's understanding of the entrepreneurial mindset and marketing's role in entrepreneurship.

### Course Catalog Descriptions:

EEE 3263 - Examination of the roles of marketing in entrepreneurial ventures and entrepreneurship in the marketing efforts of any organization. Emphasis on marketing as it relates to risk management, resource leveraging, and guerrilla approaches.

EEE 5223 - Interplay of entrepreneurship concepts and marketing concepts, including the role of marketing in entrepreneurial ventures, and the role of entrepreneurship in a firm's marketing efforts. Emphasis is placed on how to address the significant changes taking place in markets and the modern marketing function. (Same course as MKTG 5223)

### Professor's Course Description:

The Entrepreneurial Marketing course introduces students to the interacting business activities which are designed to plan, price, promote and distribute want and need-satisfying products to present and potential customers. The course incorporates current developments in marketing to acquaint students with the present-day challenges of marketing activities and entrepreneurial decision-making.

## Course Learning Goals:

This course has four major goals that fit within the Spears School of Business program learning goals:

Course Objective	Program Learning Goal
Students should be able to demonstrate a foundational knowledge of marketing vocabulary, processes, environment, and practices.	• Business Knowledge and Competency
Students should be able to identify ethical dilemmas and understand the perspectives of various stakeholders.	• Ethical Decision Making
Students will be expected to develop novel ideas, and practice implementing these ideas.	• Innovation
Students should be able to work in teams to devise ideas and solutions to problems.	• Teamwork

## COURSE ACTIVITIES AND GRADE DISTRIBUTIONS

Examinations (100 points each; 3 highest = 300 points possible):

### Exam Dates

Exam 01: 11 February  
Exam 02: 24 March

Exam 03: 21 April  
Final Exam: 03 or 05 May

There are three (3) closed book, closed note, no electronic assistance sectional exams and one (1) comprehensive final exam scheduled during the semester, each containing multiple choice questions based upon module and class discussion material. During each exam you will be asked to apply class readings, audio, video, lectures, and discussions within a limited timeframe on an individual basis. Each exam is worth 100 points. If you score 95 points or above on each of the three (3) sectional exams, you do **NOT** have to take the final. All others are expected to take the final. In all cases, only the three (3) highest scores of the four (4) exams will be counted toward letter grades. Said differently, the lowest exam score of the four (4) will be dropped. It is important to note that make-up exams will **NOT** be administered. A grade of "zero" will be given for each exam missed.

Assignments (100 points each; 300 points possible for EEE 3263, 500 points possible for EEE 5223):

### Assignment Dates

Inc. 500/5000: 18 February  
Perceptual Map: 10 March

Teach Us: Friday of the Week

Out-of-class assignments are available and detailed separately from this syllabus. EEE 3263 students are asked to complete three (3) assignments (i.e., 1. Inc. 500/5000, 2. Perceptual Map, and 3. Teach Us). EEE 5223 students are asked to complete three (3) assignments also with the difference being that EEE 5223 students are further asked to complete the Teach Us assignment three times, once per section of the course (i.e., 1. Inc. 500/5000, 2. Perceptual Map, 3. Teach Us for Modules 01-05, 4. Teach Us for Modules 06-11, and 5. Teach Us for Modules 12-14). Out-of-class assignments must use proper citations, grammar, and style. Excessive typographical errors and examples of poor grammar will result in the loss of one (1) letter grade. Handwritten documents and smartphone photos will **NOT** be accepted under any circumstances. For the Perceptual Map group assignment, online students must work with other online students while face-to-face students must work with face-to-face students within their section of the course (e.g., no Stillwater-Tulsa intermixing). Thus, online students may **NOT** team with face-to-face students and Stillwater students may **NOT** team with Tulsa or online students. Out-of-class assignments have a specific due date and time (see **TENTATIVE SCHEDULE** below). Out-of-class assignments turned in later the same day will be assessed a 25% penalty, with an additional 25% penalty each day following. Turning in out-of-class assignments early is welcome.

Quizzes (10 points each; 10 highest = 100 points possible):

Quiz Dates

Quizzes for Modules 01-05: before 11 February

Quizzes for Modules 06-11: before 24 March

Quizzes for Modules 12-14: before 21 April

Final Quiz: before 03 or 05 May

The Teach Us assignment asks students to provide five (5) multiple choice style questions or other learning assessments to determine learning of module content. Those questions - by students for students - will be the content of Quizzes (and I will draw from all six (6) sections of the course for this content). There are 14 modules in the course, but Modules 09, 10, 11 or essentially one so there will be 12 quizzes. Quizzes, one for each module selected by students, should be completed before the exam for that section. Only the 10 highest scores of the 12 quizzes will be counted toward letter grades. Said differently, the two (2) lowest quiz scores of the 12 will be dropped. It is important to note that make-up quizzes will **NOT** be administered. A grade of "zero" will be given for each quiz missed.

Grading Scale (Final letter grades are determined based on points earned, not percentages):

EEE 3263 (700 points possible)

A = 630 - 700 points

B = 560 - 629 points

C = 490 - 559 points

D = 420 - 489 points

F = 0 - 419 points

EEE 5223 (900 points possible)

A = 810 - 900 points

B = 720 - 809 points

C = 630 - 719 points

D = 540 - 629 points

F = 0 - 539 points

## POLICIES AND PROCEDURES

### Assignment Submission Policy:

Assignments must be submitted with your campus-wide identification number and on-time. There are escalating penalties for late assignments (see **Assignments** above).

### Academic Integrity Policy:

Oklahoma State University is committed to the maintenance of the highest standards of integrity and ethical conduct of its members. This level of ethical behavior and integrity will be maintained in this course. Participating in a behavior that violates academic integrity (e.g., unauthorized collaboration on homework or assignments, plagiarism, multiple submissions of the same assignment, cheating on examinations, fabricating information, helping another person cheat, having unauthorized advance access to examinations, altering or destroying the work of others, and fraudulently altering academic records) will result in your being sanctioned. Violations may subject you to disciplinary action including the following: receiving a failing grade on an assignment, examination or course, receiving a notation of a violation of academic integrity on your transcript, and being suspended from the University. You have the right to appeal the charge. Contact the Office of Academic Affairs, 101 Whitehurst, 405.744.5627, <http://academicintegrity.okstate.edu>.

### Students with Disabilities:

If any member of the class believes that s/he has a physical, emotional, or psychological disability and needs accommodations on any nature, the professor will work with you and the university Office of Student Disability Services (315 Student Union, 405.744.7116, <http://sds.okstate.edu>) or Student Services Center (103 North Hall, 918.594.8354, <http://www.osu-tulsa.okstate.edu/disability/>) to provide reasonable accommodations to ensure that you have a fair opportunity to perform in this class. Please advise the professor of such disability and the accommodations as soon as possible. You will need to also contact the Student Disability Services or Student Services Center office in order to receive accommodations. No accommodations will be made without prior notification.

### Social Media Policy:

Social media applications are widely adopted for personal and professional use. I use various social media tools, too. However, I only interact with current students professionally. LinkedIn: [linkedin.com/in/tracysuter](https://www.linkedin.com/in/tracysuter), Twitter: @tracysuter, Instagram: @tracysuter, [www.tracysuter.com](http://www.tracysuter.com).

### Weather Policy:

If there are weather issues, watch and listen for closings on local television and radio stations, their respective Web sites/apps, and the OSU/OSU-Tulsa Web sites. My rule of thumb regarding weather is if the university is open, we are having class. If the university is closed, we obviously are not having class. If there is a question about class due to weather or related issues, (1) please see above and (2) I will e-mail the class via the address available on D2L once I know what to write about. In all these matters, each individual must make the decision that is best for himself/herself regardless of any decision by anyone else or any institutional entity.

### A Comment on Professionalism:

The Spears School of Business is a professional school providing education and training for careers in the business world. The proper classroom climate will assist students in developing professional habits that will contribute to their career success. Therefore, the class is to have a positive, attentive, considerate, courteous environment that is conducive to learning. **Being on time, being prepared, being alert, participating in discussion and activities, staying for the full class time, turning in neat, typed, error-free assignments on the assigned due date and time, and generally contributing to the learning experience of one's classmates are desirable behaviors.** *Unrelated conversation, checking voicemail, e-mail, text and instant messages, social media status updates, unnecessary Web surfing, completing puzzles, listening to a personal digital music player, reading outside materials (e.g., newspaper, magazine, catalog, other course assignments), sleeping, allowing sound-emitting devices to interrupt and/or disrupt class, asking for special treatment (especially regarding grades) not available to the class in total, and generally distracting from the learning experience of one's classmates are undesirable behaviors.* In short, this class is meant to be a learning environment. Students who do not view this class as such will not succeed. Everyday in the "real world," millions of people go to work and complete assignments when they do not feel good, have relationship problems, when their cars will not start, when they are overextended, when their alarm malfunctions, etc. You are expected to overcome these problems as well. In sum, excellent students adopt a professional attitude with respect to this class and conduct themselves accordingly.

### DISCLAIMER

This syllabus provides a general plan for this course. Based on the discretion of the professor, deviations from this syllabus may be necessary. You will be given sufficient notice before any changes are made to the syllabus.

### TENTATIVE SCHEDULE

<u>DATE</u>	<u>TOPIC</u>	<u>ASSIGNMENT(S)</u>
Week 01. 11 Jan	<ul style="list-style-type: none"><li>• Course Basics</li><li>• Entrepreneurial Marketing: An Overview</li></ul>	<ul style="list-style-type: none"><li>• Module 01</li><li>• Teach Us assignments for Module 01 due by Friday, 15 Jan at 5:00 PM (Central) in the D2L Dropbox.</li></ul>
Week 02. 18 Jan	<ul style="list-style-type: none"><li>• Creating Customer Value Through Entrepreneurial Marketing</li><li>• Ethics &amp; Social Responsibility with Entrepreneurial Marketing Tools</li></ul>	<ul style="list-style-type: none"><li>• Modules 02 &amp; 03</li><li>• Teach Us assignments for Modules 02 &amp; 03 due by Friday, 22 Jan at 5:00 PM (Central) in the D2L Dropbox.</li></ul>

Week 03. 25 Jan	<ul style="list-style-type: none"> <li>Environment Scanning: The Search for Understanding &amp; Opportunity</li> <li>Marketing Research: From Customer Insights to Actions while Managing Risks</li> </ul>	<ul style="list-style-type: none"> <li>Modules 04 &amp; 05</li> <li>Teach Us assignments for Modules 04 &amp; 05 due by Friday, 29 Jan at 5:00 PM (Central) in the D2L Dropbox.</li> </ul>
Week 04. 01 Feb	<ul style="list-style-type: none"> <li>Marketing Research: From Customer Insights to Actions while Managing Risks (cont.)</li> <li></li> </ul>	<ul style="list-style-type: none"> <li>Module 05 (cont.)</li> </ul>
Week 05. 08 Feb	<ul style="list-style-type: none"> <li>Review for Exam 01</li> <li>Exam 01 (Modules 01-05, 1 hour &amp; 15 minutes to complete once started)</li> </ul>	<ul style="list-style-type: none"> <li>Exam Administered via D2L, Thursday, 11 Feb. Closes at 11:59 PM (Central).</li> </ul>
Week 06. 15 Feb	<ul style="list-style-type: none"> <li>Understanding Consumer Behavior</li> <li>Understanding Organizations as a Customer Segment</li> </ul>	<ul style="list-style-type: none"> <li>Modules 06 &amp; 07</li> <li>Teach Us assignments for Modules 06 &amp; 07 due by Friday, 19 Feb at 5:00 PM (Central) in the D2L Dropbox.</li> <li>Inc. 500   5000 due in the D2L Dropbox, Thursday, 18 Feb by 5:00 PM (Central).</li> </ul>
Week 07. 22 Feb	<ul style="list-style-type: none"> <li>Segmentation, Targeting, &amp; Positioning</li> </ul>	<ul style="list-style-type: none"> <li>Module 08</li> <li>Teach Us assignments for Module 08 due by Friday, 26 Feb at 5:00 PM (Central) in the D2L Dropbox.</li> </ul>
Week 08. 29 Feb	<ul style="list-style-type: none"> <li>Segmentation, Targeting, &amp; Positioning (cont.)</li> <li>Developing New Goods &amp; Services</li> </ul>	<ul style="list-style-type: none"> <li>Modules 08 (cont.) &amp; 09</li> </ul>
Week 09. 07 Mar	<ul style="list-style-type: none"> <li>Developing New Goods &amp; Services (cont.)</li> <li>Developing Successful Brands</li> <li>Developing Successful Services</li> </ul>	<ul style="list-style-type: none"> <li>Modules 09 (cont.), 10 &amp; 11</li> <li>Teach Us assignments for Modules 09, 10 &amp; 11 due by Friday, 11 Mar at 5:00 PM (Central) in the D2L Dropbox.</li> <li>Perceptual Map due in the D2L Dropbox, Thursday, 10 Mar by 5:00 PM (Central).</li> </ul>
Week 10. 14 Mar	<ul style="list-style-type: none"> <li>Fun in the Sun</li> </ul>	<ul style="list-style-type: none"> <li>Spring Break, 14-18 Mar</li> </ul>
Week 11. 21 Mar	<ul style="list-style-type: none"> <li>Developing Successful Services (cont.)</li> <li>Review for Exam 02</li> <li>Exam 02 (Modules 06-11, 1 hour &amp; 15 minutes to complete once started)</li> </ul>	<ul style="list-style-type: none"> <li>Module 11 (cont.)</li> <li>Exam Administered via D2L, Thursday, 24 Mar. Closes at 11:59 PM (Central).</li> </ul>
Week 12. 28 Mar	<ul style="list-style-type: none"> <li>Managing Marketing Channels &amp; Supply Chains</li> </ul>	<ul style="list-style-type: none"> <li>Module 12</li> <li>Teach Us assignments for Module 12 due by Friday, 01 Apr at 5:00 PM (Central) in the D2L Dropbox.</li> </ul>
Week 13. 04 Apr	<ul style="list-style-type: none"> <li>Developing Integrated Marketing Communications, including Guerrilla and Viral Approaches to Promotion</li> </ul>	<ul style="list-style-type: none"> <li>Module 13</li> <li>Teach Us assignments for Module 13 due by Friday, 08 Apr at 5:00 PM (Central) in the D2L Dropbox.</li> </ul>
Week 14. 11 Apr	<ul style="list-style-type: none"> <li>Arriving at the Final Price</li> </ul>	<ul style="list-style-type: none"> <li>Module 14</li> <li>Teach Us assignments for Module 14 due by Friday, 15 Apr at 5:00 PM (Central) in the D2L Dropbox.</li> </ul>

Week 15. 18 Apr	<ul style="list-style-type: none"> <li>Review for Exam 03</li> <li>Exam 03 (Modules 12-14, 1 hour &amp; 15 minutes to complete once started)</li> </ul>	<ul style="list-style-type: none"> <li>Exam Administered via D2L, Thursday, 21 Apr. Closes at 11:59 PM (Central).</li> </ul>
Week 16. 25 Apr	<ul style="list-style-type: none"> <li>Review the semester</li> </ul>	<ul style="list-style-type: none"> <li>Pre-finals Week</li> </ul>
Week 17. 02 May	<ul style="list-style-type: none"> <li>Final Exam (Modules 01-14), Section 001, 10:00-11:50 AM, Tuesday, 03 May (closes Tuesday, 03 May at 11:50 AM; 1 hour &amp; 50 minutes to complete once started)</li> <li>Final Exam (Modules 01-14), Section 801, 6:00-7:50 PM, Thursday, 05 May (closes Thursday, 05 May at 7:50 PM; 1 hour &amp; 50 minutes to complete once started)</li> <li>Final Exam (Modules 01-14), Section 503, closes at 11:50 AM, Tuesday, 03 May (1 hour &amp; 50 minutes to complete once started)</li> </ul>	<ul style="list-style-type: none"> <li>Finals Week</li> <li>Exam Administered via D2L (see dates and closing times at left).</li> </ul>

This Document Last Modified: Sunday, 10 January 2016

### ABOUT DR. SUTER

Tracy A. Suter (Ph.D., University of Arkansas) lives in Broken Arrow, OK with his stunningly beautiful bride, two darling daughters, and standard poodle (the only other dude in the house). He learned to Call the Hogs at age 10 and credits the 1978 Orange Bowl for sparking his interest in university education. Tracy is a first-generation college student who enjoys spending time with his family, listening to great music, learning about great people of diverse talents, and watching the greatest show on television (or the Internet): *Pardon the Interruption*. His ultimate ambition in life is to become a Renaissance man.

Professionally, Dr. Suter has been awarded the Jordan Chair in Entrepreneurship (School of Entrepreneurship), the Ph.D. in Business for Executives fellowship (Watson Graduate School of Management), the Greiner Outstanding Teaching Award (Spears School of Business), the Regents Distinguished Teaching Award (OSU-Stillwater), the President's Outstanding Faculty Award (OSU-Tulsa), and the Oklahoma Distance Learning Association Award for Innovative Use of Technology (state of Oklahoma). He was also nominated by Apple, Inc. (Cupertino, CA) for the Apple Distinguished Educators Award. However, none of the certificates, plaques, trophies, etc. associated with these awards are on display in his home or campus offices. He believes that current students do not focus on past accomplishments instead focusing on this semester's efforts. Janet Jackson said it best, "What have you done for me lately?" Professional accomplishments are shared to provide evidence that Dr. Suter consistently tries to bring quality instruction to university education. If more honors, awards, and recognitions follow, it is a result of the value created in the here and now.

Web: <http://www.tracysuter.com/>

LinkedIn: <https://www.linkedin.com/in/tracysuter>

Twitter: <https://twitter.com/tracysuter>

Instagram: <https://instagram.com/tracysuter/>

## SYLLABUS CONTRACT

My signature below signifies I have read, fully understand, and will fully adhere to the course syllabus as presented by Dr. Tracy A. Suter. I have documented the exam and assignment due dates and will **NOT** request extensions to these due dates. I have paid particular attention to the grading scale used to assign letter grades at the end of the semester and will **NOT** request special treatment or opportunities that are not available to the class in total.

I have also read the various policies and procedures with great care. This includes the academic integrity policy and comments on professionalism. I will respect OSU's commitment to academic integrity and uphold the values of honesty and responsibility that preserve our academic community. I will also carry myself in a professional manner by being on time, being prepared, etc. Further, I will actively avoid the unprofessional behaviors noted as well as other behaviors that might be deemed unprofessional. In total, I will be respectful to and of others and the educational environment at Oklahoma State University.

Signature: \_\_\_\_\_

Printed Name: \_\_\_\_\_

Date/Time: \_\_\_\_\_

The letter grade I expect to earn in this course is a(n) \_\_\_\_\_.

I plan to devote \_\_\_\_\_ hours per week to this course in order to earn this expected letter grade.

Note: Universities were founded on the principle that a student should devote 2-3 times outside of class for each hour in class. For example, three (3) hours in-class per week plus 6-9 hours outside of class per week equals 9-12 hours per week per course for excellent (e.g. A-level) learning. This was the original thinking in establishing individual courses like this one as three (3) credit hours.

You can receive bonus points by uploading a digital copy of this one-page Syllabus Contract to the Syllabus Contract folder on Desire2Learn (<http://oc.okstate.edu>). Bonus points will be awarded based on the schedule below. Smartphone photos are strongly discouraged. Smartphone photos will **NOT** be accepted on class assignments.

- Five (5) bonus points if uploaded by 18 January 2016 at 11:59 PM
- One (1) bonus point if uploaded between 19 January 2016 at 12:00 AM (midnight) and 25 January 2016 at 11:59 PM
- No bonus points will be awarded if uploaded on or after 26 January 2016 at 12:00 AM (midnight)
- No bonus points will be awarded for uploads during class time (applies to sections 001 and 801)
- No bonus points will be awarded if turned in as a hard copy instead of a digital upload