

Professor: Dr. Yinghong (Susan) Wei  
Website: <http://spears.okstate.edu/~yinghon/>  
Office: NH 310 (Tulsa)  
Phone: 918-594-8183 (Tulsa)  
E-mail: [susan.wei@okstate.edu](mailto:susan.wei@okstate.edu)  
Class Times/Class Room:  
Office Hours:  
Class website: <http://oc.okstate.edu/>

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**Prerequisite:** Completion of Basic Marketing and Business Classes.

### Course Description and Objectives:

This course is designed to provide you with a decision-oriented overview of marketing management for entrepreneurs. The most basic objective of the course is to develop your understanding of the entrepreneurial marketing strategy planning process and the ability to apply it to your own business.

To achieve this objective,

1. I will introduce you to the “framework for entrepreneurial decision making in marketing”, which includes fundamental and advanced knowledge for entrepreneurs to create a new venture and marketing strategy.
2. After you know the basics, we will spend the majority of the course learning about the marketing decisions that entrepreneurs must make. Specifically, my objective is for you to know *how to apply* key marketing frameworks and tools for analyzing customers, competition, and marketing strengths and weaknesses by using more innovative, flexible, effective, and competitive marketing strategies that can better manage the entrepreneurial settings such as rapid changes, high risk, high environment uncertainty, intensive competition, and limited budget and resources.
3. In combination, then, the course should help entrepreneurs to develop insight about creative selection of target markets and blending decisions related to product, price, promotion, and place (i.e., the marketing mix) to meet the needs of a target market.

These objectives can only be achieved through a joint effort: I will work to stimulate your interest and learning in these areas, but you will be expected to display initiative and a program of self-study as well.

### Course Format:

Your time during the course will be allocated among a set of interrelated activities:

- Lectures, videos, guest-speakers, in-class individual/group assignments, team presentations, and written marketing plan, etc
- Participation in class discussions of readings and assignments
- Independent preparation for homework, presentations, marketing plan and other written tasks.

### Textbook:

We will be reading two books:

1. Small book: Entrepreneurial Marketing: Lessons from Wharton's Pioneering Business Administration Course by [Leonard M. Lodish](#), [Howard Morgan](#), [Amy Kallianpur](#) (published by John Wiley & Sons Inc. 2008)
2. Big book: Essentials of Entrepreneurial Marketing by Norman M. Scarborough; Thomas W. Zimmerer; Doug Wilson (published by Pearson Education, 2008).

**Grading:**

Your grades will be determined at the end of the semester after taking into consideration the following components:

<b><i>Course Component</i></b>	<b><i>Points of Course Grade</i></b>
Weekly Chapter Summary	500 Points (Individual base, 50 points each week)
Marketing Plan: - Oral Presentation - Written Plan	250 Points (Team base): - 100 Points - 150 Points (3*10+120)
Take-home Final Exam	150 Points (Individual base)
Class Participation	100 Points
Total	1000 Points

You may assume an approximate 90% of the total (A), 80% (B), 70% (C), 60% (D), less than 60% (F) cut off for final grades. However, your final grades will be curved based on overall class performance. In addition, **take-home extra point opportunities may be randomly offered during the semester.** No announcement will be made ahead of time. **The number of extra point opportunities is up to the discretion of the instructor based on the whole class situations, but not up to any individual student's needs, wants or requests.** A missed extra point opportunity cannot be made up. No Exceptions except for the first quiz over the syllabus.

**Weekly Chapter Summaries (500 Points):**

Every week you have to write chapter summaries before you come to the class. The purpose of this assignment is to help you build a solid foundation for class discussion and become actively involved in class. The weekly chapter summaries will ask you to list down the important knowledge, show your understanding toward the key knowledge, and display your thoughts on how to apply the knowledge to your business/product ideas. I or your classmates may read and respond to your work. I may also ask you to share some of your answers with the class. **All chapter summaries must be turned to drop box at our class website (<http://oc.okstate.edu/>) before our class starts.** Each chapter summary will worth 50 points. **If you miss the deadline, you will receive zero for the missed chapter summary. No Exceptions!** To help the students with special situations like not being enrolled in the first week, sickness, and accidents etc, **a total of 650 points will be available across the semester but only 500 points will be counted at the end of the semester. It means that the extra 150 points will help you to cover any missed weekly chapter summaries due to your uncontrollable mishaps. If you never miss any chapter summary, each week you will earn 10 points of extra credit.**

**Summary Format:** Weekly chapter summary should be 2-4 page in length. Please use Times New Roman, Font 12 and single space for your summary. Here is the format that you can follow:

Book, Chapter title, Page  
Summarized by XXX

**Objectives of this Chapter:**

**Important Knowledge that I have learned:**

**Key Take-Away from this Chapter:**

**The Application to My Business/Product ideas:**

**Marketing Plan (250 Points):**

Marketing plan includes an oral presentation (100 points) and a written plan (150 points). The written plan should be 10-15 pages long and due on Nov 25<sup>th</sup>. We have three project meeting weeks that we will not meet in the class. Your team has to meet and collect information for your marketing plan. The following week each

team has to submit your progress report to me and each report worth 10 points. The final written plan has 120 points. I will provide marketing plan outline and samples for your references.

### **Take-home Final Exam (150 Points):**

The take-home final exam is to build a website for your own business. After you submit your final marketing written plan, you have a pretty good idea about your business. Now you have to work on this task by yourself (not with your teammates anymore). We will have a guest speaker teach you the basic knowledge about how to build a website. You have pre-final week to work on it and need to submit your website to me before or by final exam day (at 9:00am on Dec 9).

### **Class Participation (100 Points):**

Important requirements for your class participation score are (1) class attendance, (2) professionalism, (3) class preparation and participation in discussions (individual, small group and large group levels).

**(1) Class attendance is mandatory!** I will use a seating chart to track your attendance and discussion participation throughout the course. It is your responsibility to attend classes. You are responsible for all the material covered in the class.

- Each student will be responsible for coming to class on time and turning in required assignments on time.
- If you must be absent, please notify me in advance via email or by telephone, and show me **documentation** later. If you **miss** class, you are responsible for getting the notes and information from your classmates, or seeing me for any clarification, questions, assignments, and changes etc.
- **Every 3 instances of sleeping in class, arriving late, or departing early from class will count as one absence. Please plan properly and schedule your time accordingly.**
- If you plan to sleep in class, read newspapers, or study for other classes, please do not come to the class.

**(2) Professionalism:** In order to make this class an enjoyable learning experience, a proper classroom climate should be created to help students in developing professional habits that will contribute to their career success. I expect the class 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, using professional email and phone etiquette, turning in neat, well written, error-free assignments on time, helping others in need, sharing your knowledge, checking the class website and your email often, maintaining academic integrity, showing respect to the professor and peer students who are speaking or making presentation during the class time in terms of difference in opinion, perspectives and values are **desirable behaviors**. Unrelated conversation, sleeping, reading outside materials (e.g., newspaper, other course assignments), desiring special treatment, using cell phones, using laptops, and any insulting behavior to the professor and/or your classmates are **undesirable behaviors**. In short, this class is meant to emulate real word experience. Students should treat this class as a real world professional commitment. Any undesirable behaviors will cost you participation points. Every day in the “real world”, millions of people go to work and complete assignments when they do not feel good, when their family members do not feel good, have relationship problems, when their cars will not start, when they are overextended, when their alarm clock malfunctions, etc. **They take responsibility to manage their problems and accept responsibility for their actions and conduct.** You are expected to overcome these problems as well. In sum, excellent students adopt a professional attitude to be good citizens with respect to this class and conduct themselves accordingly.

**(3) Class preparation & class participation in discussions: You are expected to read the chapter and submit weekly chapter summaries before you come to the class.** Being well prepared will ensure our class meetings to be very interactive. The class meetings will be a combination of lecture, guest speaker and discussions, but I hope that even the lecture and guest speaker’s materials will be conveyed in the context of discussion. I strongly encourage you to respond thoughtfully to comments that other students and I or guess

speakers make during the class. Active participation requires you to listen carefully to what is said. One way to participate is to share your opinion about answers to the questions that others have posed. And asking our guest speakers questions is an effective way to learn and improve your business/product ideas. However, asking questions is as important to the learning process as having answers. None of us has all the answers, but we all have many questions, so please share your questions with the rest of us during class discussions. If you feel uncomfortable talking in class, please send me an email or stop by during my office hours to talk with me about your thoughts or opinions. **One of the best ways for you to feel comfortable participating in our class discussions is for you to think about the material before class.**

I view all constructive participation as positive. In other words, effective contribution in the class will help your grade! I recognize that some students simply do not like to speak out in class -- and that others are quick to take all the "air time" that is available. I don't want to penalize someone who in general is less inclined to talk in class. However, **I do "cold calls"** and **there is a difference between not being prepared to respond when called on and simply wishing to be less verbal.** Students who show a pattern of not being prepared will be graded down on class participation.

Evaluating **the quality of class participation** is necessarily **subjective**. **As a co-producer of this class, at the end of the semester you will be invited to have a self-evaluation as part of your class participation score.** The list of questions below summarizes the criteria I will use to evaluate class discussion participation points:

- ☒ Is the participant a good listener? Is there a willingness to participate?
- ☒ Are the points made relevant to the discussion? Are the questions raised relevant to the discussion?
- ☒ Do comments show evidence of thorough analysis of the issues? Do comments show an understanding of theories, concepts, and analytical devices presented in class lectures or assigned reading materials?
- ☒ Overall, do comments contribute to our understanding of the discussion?

There will be lots of opportunities for you to participate in the class, but there will also be time for you to see me outside of class. If you have any question about the material covered in the book or in the class, or anything else in your mind, **I would be happy to help.** Please visit me during my office hours. If those times do not work for you, please feel free to email me or call me to schedule an appointment.

**If you believe that this course plan is incompatible with your abilities, job schedule, and life priority or life styles, do something about it NOW! For example, take another instructor's class, or consider dropping the course.**

### University Policy:

- **Drop Policy:** See the most recent OSU catalog at: <http://www.osu-tulsa.okstate.edu/academics/calendar.asp>
- **Academic Integrity:** As a reminder, the University has a policy on academic honesty. Cheating or plagiarism would receive a straight "F" irrespective of the past performance during the course. Academic honesty is the responsibility of students. You are expected to abide by the procedures set forth by the University. For more information, please go to: <http://www.okstate.edu/ucs/integritystudent.html>.
- **Student with Disabilities:** If you require special accommodations, please see the instructor or contact the Office of Student Disability Services (103 North Hall). For more information about OSU Student Disability Services, please go to: <http://www.osu-tulsa.okstate.edu/services/disability.asp>.

### **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.

## Class Schedule

Week	DATE	Weekly Reading Topics	Draft for Guest Speakers
1	8/19	Course Introduction & What is Entrepreneur and Entrepreneurship?	Listen to Tape 1-2: You need to be a little Crazy
2	8/26	Big book: Entrepreneurs: The Driving Force Behind Small Business (page 1-38)	<b>Guest 1: Suzanne Sherman Anderson from Suzart Fashion Design</b>
3	9/2	<b>No Class: Project Meeting Week (1)</b> Big book: Building a Guerrilla Marketing Plan (page 39-79)	
4	9/9	Small book: Chp1: Positioning, Targeting, and Segmentation (page 1-16) Small book: Chp2: Selecting, Developing and Evaluating new products and services (page 17-39)	<b>Guest 2: Jeff and Mary ERB: Mannatech</b>
5	9/16	Small book: Chp6: Product & Service Rollout (page 123-131) Small book: Chp4: Public Relations and Publicity (page 65-78) Small book: Chp8: Promotion & Viral Marketing (page 163-174)	<b>Guest 3: Richard Gajan from i2E</b>
6	9/23	Small book: Chp7: Entrepreneurial Sales Management (page 133-162)	<b>Guest 4: Estee Eubanks, Website Building</b>
7	9/30	Small book: Chp9: Entrepreneurial Advertising Decisions (page 175-202)	<b>Guest 5: Eric Zhang from American Chinese Trade Services, LLC</b>
8	10/7	<b>No Class: Project Meeting Week (2)</b> Big book: Creative Use of Advertising and Promotion (page 79-121)	
9	10/14	Small book: Chp5: Entrepreneurial Distribution Channel Decisions (page 79-122)	<b>Guest 6: Majick from Engage Life</b>
10	10/21	Small book: Chp3: Entrepreneurial Pricing Decisions (page 41-64) Small book: Chp11: Marketing and Raising Capital (page 211-222)	<b>Guest 7: Rose From Creative Capital</b>
11	10/28	Big book: Pricing and Credit Strategies (page 121-147)	Guest 8: Jeremy Green from Real Time Rehabilitation, LLC
12	11/4	Big Book: Global Marketing Strategies (page 147-185)	Guest 9: Risha Grant from Xposure
13	11/11	<b>No Class: Project Meeting Week (3)</b> Small book: Chp10: Hiring is a Marketing Problem (page 203-210) Small book: Chp12: Building Strong Brands and Strong Entrepreneurial Companies (page 223-236) Small book: Chp13: Summary and Conclusions (page 237-243)	
14	11/18	<b>Presentation of Marketing Plans</b>	<b>Presentation Day</b>
15	11/25	Big book: E-Commerce and Entrepreneurship (page 185-222) Entrepreneurial Business in Oklahoma & Class Wrap-up	<b>Written Marketing Plan Due</b>
		<b>Prepare the Final Exam at Home</b>	<b>Final Take-home Exam: Building a Website for Your Business</b>
		<b>Final Exam Day (Tuesday 9:00am on Dec 9)</b>	<b>Take-home Exam Due</b>

**OKLAHOMA STATE UNIVERSITY – TULSA**  
**ADDENDUM TO SYLLABUS ATTACHMENT**  
FALL 2008

**HOW TO CONTACT A FACULTY MEMBER**

If you have questions regarding your class, talk to your instructor. Faculty members usually include their office hours and/or phone number(s) in the class syllabus. If you cannot locate this information, set a time to meet with the instructor prior to or following your class session. You may check with the Faculty Support Services office, 918-594-8276 or 594-8277 on when the instructor may be available.

**SPECIAL ACCOMODATIONS FOR STUDENTS**

According to the Americans with Disabilities Act, it is the responsibility of each student with a disability to notify the University of his or her disability and to notify the instructor and request verification of eligibility for accommodations from the Student Services Center, 103 North Hall, 594-8354. Please advise the instructor of such disability and desired accommodations at some point before, during, or immediately after the first scheduled class period.

**WHERE TO GO FOR HELP**

All admitted students have an assigned academic advisor. Although it is true that only certain categories of students need an advisor's signature or approval on class registration, all students benefit by conferring with their advisor on a regular basis.

Undergraduate students should contact the Academic Advisement Center located on the first floor of North Hall. Please call 594-8271 to schedule an appointment for advisement.

Graduate students should contact their assigned faculty advisor with advising questions. Other questions can be directed to the Graduate Student Services Center located on the first floor of Administration Hall. Please call 594-8445 for assistance.

**Library – 594-8130**

*Library Hours:*

Monday – Thursday	8:00 a.m. – 10:00 p.m.
Friday	8:00 a.m. – 6:00 p.m.
Saturday	9:00 a.m. – 5:00 p.m.
Sunday	1:00 p.m. – 9:00 p.m.

Labor Day            Closed

Thanksgiving:

Thursday – Saturday Closed

Holiday Break:

Dec. 13-14            Closed

Dec. 15-19            Reduced hours TBA

Dec. 20-21            Closed

Dec. 22-23            Reduced hours TBA

Dec. 24-Jan 1        Closed

**Computer Lab – 594-8200**

*Computer Lab Hours:*

Monday – Friday    8:00 a.m. – 12:00 a.m.

Saturday            9:00 a.m. – 9:00 p.m.

Sunday              1:00 p.m. – 9:00 p.m.

Labor Day            Closed

Thanksgiving:

Thursday-Friday    Closed

Holiday Break:

December 24-25    Closed

December 26-27    9:00 a.m. – 6:00 p.m.

December 28        1:00 p.m. – 6:00 p.m.

December 31        Closed

January 1            Closed

**HAVE A GREAT SEMESTER!**