



## Module Specification

Key Information			
Module title	Entrepreneurial Marketing		
Level	7	Credit value	15
Lead College	QMUL	Notional study hours and duration of course	150
Module lead author/ Subject matter expert	Dr Lutao Ning		
Module co-author(s)	None		
Notice to students	None		

Rationale for the module
Marketing is especially important in entrepreneurial situations, when there is often limited time, money and marketing talent to establish a presence in a crowded market place. This module views marketing from an entrepreneurial perspective, focusing on the different approaches required when compared to marketing for established firms and new ventures looking to act globally from the outset.

Aims of the module
This module provides a thorough understanding of marketing as it applies to new products, start-ups and SMEs, and how it can help counter the risk of failure of a new venture. Upon completion of this module, students should be able to develop marketing strategies for entrepreneurial firms.

## Topics covered in this module:

1. Introduction to Marketing Entrepreneurially;
2. The Differences Between Marketing and Advertising;
3. 'New Entrant' Barriers - Overcoming and Exploiting Them;
4. Relationship Marketing and Pricing Decisions;
5. Social Enterprise Marketing;
6. International Marketing for Entrepreneurs;
7. Digital Enterprises Approach to Marketing;
8. Social Media Marketing;
9. Small Business Founders Understanding of Marketing and Entrepreneurship; and,
10. Marketing for Entrepreneurs Specifically.

*The topics covered may be revised to ensure currency and relevance. Students will be advised of any changes in advance of their study.*

## Learning outcomes for the module

### A. Knowledge, Understanding and Cognitive Skills

By the end of this module learners will be able to:

1. Understand the different market needs of big firms and SMEs and describe how marketing has changed in the 21st century
2. Understand entrepreneurship and the challenges of creating a new business
3. Describe the role innovation can play in developing a market strategy, and how marketing can guide the development of new products and services
4. Discuss the processes of market identification and market creation in entrepreneurial situations.
5. Explain the importance of relationship marketing and social networks, and understand the role played by content marketing agencies
6. Critically assess and apply marketing theories and models to new ventures
7. Construct strategies to overcome challenges encountered in the planning process for new products and businesses
8. Design and build an operational marketing strategy for a start-up business or new product, making best use of limited resources to ensure that the firm can establish a viable presence in the market

### B. Practical, Professional and Key Skills

By the end of this module learners will have developed:

1. Effective written communication skills for plans, strategies and outcomes
2. Time management skills
3. Critical thinking and analytical skills in evaluating marketing theories, models and proposed plans
4. The ability to synthesise and use information and knowledge effectively to marketing in the entrepreneurial sector
5. Analytical and decision making skills
6. Digital and information literacy skills
7. Problem solving skills

## Learning and Teaching Strategy and Methods

In addition to the core principles of the learning & teaching strategy and methods for this programme provided in the Programme Specification, Regulations and programme induction, the learning resources for this module are designed by a team supporting the module author with instructional design, learning technology and project management skills.

All students receive comprehensive learning materials in a variety of e-formats for use with different electronic devices. Online learning activities and formative assessments are a key feature of this framework and are linked to the online materials with a Student Progress Log illustrating the level of progress against learning outcomes and syllabus progress. Students can see their skills development through a 'Skills Portfolio', which evolves through the student's completion of formative and summative assessment.

Students will demonstrate their learning through a variety of activities. Moderated peer group exercises will help students demonstrate achievement of learning objectives from conceptual understanding to critical analysis. Students will demonstrate critical analysis skills through participation in discussions to review business models with which they were familiar and others of which they were unaware. Module tutors and programme Student Relationship Managers will be a useful resource for students looking for support with their online discussion and engagement.

Self-assessment exercises will provide students with the opportunity to gauge their learning against topic and module learning objectives as well as against confidence level in their own understanding. This will allow students to identify which content areas require further work on their part.

Learning materials are divided into topics of 10-12 hours of student effort to support student's time management and motivation for study. The learning content is a mixture of video, text, learning activities and formative assessments, with allocated time for preparation, revision and review relating to each item of summative assessment.

## Assessment strategy, assessment methods

### **Pass Mark**

The pass mark is 50% for each element of assessment.

*Compensation between elements of assessment is available on this module for marginal fails between 45%-49%.*

### **Assessment Elements**

#### **1. Coursework (30% weighting)**

There is one item of coursework for this module which contributes to the final assessment mark for this module:

Coursework: design a marketing strategy for a start-up in 2,500 words in length (maximum) (deadline – weeks 9–12)

The coursework is designed to check student progress, extend and reinforce concepts covered and also test individual performance.

#### **2. Examination (70% weighting)**

The final piece of assessment will be an unseen written examination of 2 hours' duration.

## Learning resources

### Learning materials

Learning activities and formative assessments for this module are designed and developed by the Lead Author/Module Leader and incorporate the following:

- Short videos
- Learning activities (including discussion forum activities)
- Formative assessments (multiple-choice and True/False quizzes, short answer self-assessments and matching exercises)
- Learning content

### E-resources

All students can access to the e-resources of the University of London which includes a wide range of *entrepreneurial marketing, entrepreneurship and marketing journals*. Students will be directed to journals within each topic of study and given online resources to enhance their information literacy skills as part of the student induction.

### Core text(s)

The learning content will be drawn from two key texts (see below).

Author Carson D, Cromie S, McGowan P & Hill J

Title *Marketing and Entrepreneurship in SMEs: An Innovative Approach*

Publisher Pearson Education

Year 1995

Author Crane F G

Title *Marketing for Entrepreneurs: Concepts and Application for New Ventures*

Publisher Sage

Year 2012

### Other references

The following is an illustrative list of the reading materials that will be referred to in the module:

#### Books

Wolff J [2009] *Marketing for Entrepreneurs*. Prentice Hall Business Books: Harlow

Jantsch J [2006] *Duct Tape Marketing*. Nelson Business: Nashville

#### Journals

Donovan R [2011] "Social marketing's mythunderstandings" *Journal of Social Marketing* Vol 1 [No 1] pp 8-16

Hisrich R [1992] "The need for marketing in entrepreneurship" *Journal of Business and Industrial Marketing* Vol 9 [No 3] pp 43-47

Jones R & Rowley J [2011] "Entrepreneurial marketing in small businesses: A conceptual exploration" *International Small Business Journal* Vol 29 [No 1] pp 25-36

Martin D M [2009] "The entrepreneurial marketing mix." *Qualitative Market Research: An International Journal* Vol 12 [No 4] pp 391-403

Morris M, Schindurette M & La Forge R [2002] "Entrepreneurial marketing: a construct for integrating emerging entrepreneurship and marketing perspectives" *Journal of Marketing Theory and Practice* Fall 2002

Phua S & Jones O [2010] "Marketing in new business ventures: examining the myth of informality" *International Journal of Entrepreneurship and Innovation Management* Vol 11 [Iss1] pp 35-55

Shaw E [2004] "Marketing in the social enterprise context: is it entrepreneurial?" *Qualitative Market Research: An International Journal* Vol 7 [No 3] pp 194-205

Stokes D [2000] "Entrepreneurial marketing: a conceptualization from qualitative research" *Qualitative Market Research: An International Journal* Vol 3 [No 1] pp 47-54

Zantanos G & Anderson A (2004) "Relationships, marketing and small business: exploration of links in theory and practice." *Qualitative Market Research: An International Journal* Vol 7 [No 3] pp 228-236

Zhou L, Wu W & Luo X [2007] "Internationalization and the performance of born global SMEs: the mediating role of social networks" *Journal of International Business Studies* Vol 38 pp 673-690