**ENTR2001 Sales and Marketing – Scaling A Successful Business Model**

Draft Syllabus

**Instructor:** TBD

**Classroom:** TBD

**Office:** TBD

**Office Hours:** TBD

**Contact Information:** TBD

**Prerequisites:** ENTR1004

**Course Description:** Many students have great ideas. Ideas, when coupled with proper customer development, discovery and business models create companies that ultimately are desirable to paying customers. Prior to this course students will have successfully identified a startup that customers support. This class will focus on how to find more of those customers so the startup can become a viable and sustainable enterprise. Internet marketing, guerilla marketing, viral marketing, and other bootstrapped techniques and concepts that are available for low to no cost will be the focus. This course will look at alternatives to these traditional methods and students will, thru hands on efforts, test these methods with real customers.

**Learning Objectives**: Students will:

* Learn how to generate ideas for new businesses
* Identify customers for the business
* Analyze ideas to determine commercial viability through interaction with customers

**Readings:** The required text and schedule for a 7-week course follow:

Blank, Steve and Bob Dorf. 2012. *The Startup Owner’s Manual: The Step-by-Step Guide for Building a Great Company*. K&S Ranch, Inc.

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| **Week** | **Reading Assignment** |
| **1** | **Ch.1-3: Customer Development** |
| **2** | **Ch.4 Business Model** |
| **3** | **Ch.5-6: Testing the Model** |
| **4** | **Ch.7: Verifying the Model** |
| **5** | **Ch.8-9: Selling to Customers and Selling to Investors** |
| **6** | **Ch.10: Selling, continued** |
| **7** | **Ch.11-12: Product Development, Company Positioning; Pivot or Proceed?** |
| **8** | **Final Exam** |

In addition to this core text, students will watch current videos, read online articles and blogs, and also follow current news and updates.

**Grading:** Students will be required to submit written work, do in class presentations and take a final exam. The breakdown for each is as follows. Weekly written homework (two pages or less) = 80 points, or 10 points per assignment. Weekly in class presentation (3 minutes or less) = 120 points, or 15 per presentation. Final in class presentation (7 minutes or less) = 150 points. Final exam (written) = 150 points. Grading will then be according to these guidelines:

425 - 500 points: A- to A+

350 - 424 points: B- to B+

275 - 349 points: C- to C+

200 - 274 points: D- to D+

0 - 199 points or below: F