

Special Topics in Marketing

Course Title	Special Topics in Marketing - Marketing and Entrepreneurship		
Course Code	MKT475	Course Type	Marketing Specialization
Credit	3	Contact Hours	45
Prerequisites	None	Co-Requisites	None
Duration	15 weeks	Class Type	Lecture

SolBridge GACCS Objectives	%	Learning Objectives
1. Global Perspective	25	The objective of this course is to provide you with the knowledge and skills of understand the journey of an entrepreneur from the “search for opportunity” through the “start-up phase” of a new venture and into the “bringing the new product or service to the marketplace” and across the “chasm” of market acceptance.
2. Asian Expertise	10	
3. Creative Management Mind	50	
4. Cross Cultural Communication	10	
5. Social Responsibility	5	

Course Description

This course will explore in-depth a current topic in the marketing field. The topic will be based on student interest and availability of school resources.

Learning and Teaching Structure

In addition to the lectures the class will use a series of class participation simulations and games to help the students experience the conflicts, excitement, disappointments and the joys of entrepreneurship. The teaching process will include several video presentations relevant to the subject as well as reading assignment from the area of Marketing at the Entrepreneurship Interface. The class will expect lively discussion periods between the instructor and the members of the class as well as student to student class discussions.

The class will be conducted using a combination of lectures, experiential exercises and discussions. The emphasis will be on understanding and applying concepts of entrepreneurship and gaining acceptance of new products and/or services by the marketplace by firms with a real constraint of the lack of financial resources.

Assessment	%	Text and Materials
Attendance, Participation	20	To be Determined by the Professor
Exam 1	20	
Exam 2	40	
Homework	10	

Course content by Week

1	Introduction to E Marketing
2	Strategic E Marketing
3	The E Marketing Plan
4	Global Markets
5	E Marketing Research
6	Consumer Behavior Online
7	Midterm Exam
8	STP Strategies
9	Product: The online Offer
10	Price: The online Value
11	The Internet for Distribution
12	E-Marketing Communication Tools
13	Engaging Customers with Social Media
14	Break Before Exam
15	Final Exam