



# New Venture Marketing

**Instructor:**

**Office:**

**Phone:**

**Email:**

**Office hours:**

## **Course Materials**

Students will purchase online learning materials which include readings, videos of entrepreneurs, assessment tools, planning exercises, a pre-exam, quizzes and a final exam hosted on [MyEducator.com](http://MyEducator.com) (course link to be provided).

## **Course Overview:**

In this course you will develop a new brand for a product or service, company or organization, and learn how to launch it with low-cost marketing strategies. Your venture can be a new product, a new service, a new company, a new division of an existing business, or a new nonprofit organization. It can be a company you already own or one you have started working on in a previous class. The important thing is, you are going to brand and market a venture that will solve a problem, add value, and make life better for a group of customers.

The knowledge and skills you develop during this course will help you throughout your career. Even if you are not planning to start a new business, branding and marketing skills can benefit all types of organizations: large corporations, educational institutions, governments, and non-profit entities. As you develop new venture leadership skills you can make great things happen in any organization.

## **Course Objectives:**

1. To learn about the development of a company brand.
2. To understand the process of securing a name, trademark and web domain.
3. To learn to leverage low-cost marketing strategies.
4. To understand how to use social media to your advantage.
5. To learn to implement effective selling practices.
6. To learn to build a community of raving fans.
7. To understand how to make a difference with your business.
8. To create an effective integrated marketing strategy.

## **Course Grading:**

You will receive a grade in this course based on how you perform in the following areas:

1. **Written Answers:** Throughout the course you will provide written answers in every unit. These answers will form the basis for the brand and marketing strategy you will develop.
2. **Unit Quizzes:** At the end of each unit you will take a brief quiz to see how well you understand the material that has been covered.
3. **Final Exam:** At the beginning of the course you will take a pre-assessment to determine what you already know about branding and new venture marketing. This assessment will not be graded. At the end of the course you will retake this assessment and it will be graded.
4. **Written Paper:** You will describe your new brand and marketing strategy in a final paper which will be 8 to 10 pages in length including cover page and any tables or graphs you include. Most of the content for this paper can be taken from the written answers you provide in the units. Your paper will be due during test week for the semester.

Grades for the course will be given based on the following scale:

- 94 to 100 Percent = A
- 90 to 93 Percent = A-
- 87 to 89 Percent = B+
- 84 to 86 Percent = B
- 80 to 83 Percent = B-
- 77 to 79 Percent = C+
- 74 to 76 Percent = C
- 70 to 73 Percent = C-
- 60 to 69 Percent = D
- Below 60 Percent = F

## **Course Schedule** (optional schedule based on a 14 week class)

- Week 1: Introduction to professor and class members
- Week 2: Unit 1 - Introduction to New Venture Marketing & Pre-Assessment
- Week 3: Unit 2 - Developing Your Company Brand
- Week 4: Unit 3 - Securing Your Name, Trademark and Web Domain
- Week 5: Unit 4 - Leveraging Low-Cost Marketing Strategies
- Week 6: Unit 5 - Using Social Media to Your Advantage
- Week 7: Unit 6 - Implementing Effective Selling Practices
- Week 8: Unit 7 - Building a Community of Raving Fans
- Week 9: Unit 8 - Making a Difference with Your Business
- Week 10: Unit 9 - Creating an Effective Integrated Marketing Strategy
- Week 11: Unit 10 - Summary of Course: final paper and exam
- Week 12: Class presentations and/or final exam
- Week 13: Class presentations and/or final exam
- Week 14: Class presentations and/or final exam

## **Course Outline:**

### **Unit 1: Introduction to New Venture Marketing**

- a. Introduction to Course (Video)
- b. Grading for the Course (Written)
- c. Pre-Assessment (Exam)

### **Unit 2: Developing Your Company Brand**

- a. Introduction to Unit (Video)
- b. Entrepreneurs and Experts Discuss Building a Brand (Video)
- c. Defining Your Company Values (Written)
- d. Defining Your Customer Persona (Written)
- e. Defining Your Brand Essence (Written)
- f. Creating Your Brand Expressions (Written)
- g. Maintaining Brand Integrity (Written)
- h. Entrepreneur Video (Alyssa Wasko)
- i. Applications from the Entrepreneur Video (Written)
- j. Assessment for Unit (Quiz)

### **Unit 3: Securing Your Name, Trademark and Web Domain**

- a. Introduction to Unit (Video)
- b. Entrepreneurs and Experts Talk about Names and Trademarks (Video)
- c. Securing Your Name and Web Domain (Written)
- d. Obtaining a Trademark for Your Business (Written)
- e. Entrepreneur Video (Joanne McCall)
- f. Applications from the Entrepreneur Video (Written)
- g. Assessment for Unit (Quiz)

### **Unit 4: Leveraging Low-Cost Marketing Strategies**

- a. Introduction to Unit (Video)
- b. Entrepreneurs Discuss Low-Cost Marketing (Video)
- c. Types of Low-Cost Marketing Strategies (Written)
- d. Creating Your Low-Cost Marketing Strategy (Written)
- e. Entrepreneur Video (Entrepreneurs at Fisherman's Wharf)
- f. Applications from the Entrepreneur Video (Written)
- g. Assessment for Unit (Quiz)

### **Unit 5: Using Social Media to Your Advantage**

- a. Introduction to Unit (Video)
- b. Entrepreneurs and Experts Discuss Social Media (Video)
- c. Types of Social Media (Written)
- d. Creating Your Social Media Strategy (Written)
- e. Entrepreneur Video (Jason and Jon Araghi)
- f. Applications from the Entrepreneur Video (Written)
- g. Assessment of Unit (Quiz)

### **Unit 6: Implementing Effective Selling Practices**

- a. Introduction to Unit (Video)
- b. Entrepreneurs and Experts Discuss Principles of Effective Selling (Video)
- c. Creating Your Product Story (Written)
- d. Keys to Effective Selling (Written)
- e. Creating Your Selling Strategy (Written)
- f. Entrepreneur Video (Bill Child)
- g. Applications from the Entrepreneur Video (Written)
- h. Assessment of Unit (Quiz)

### **Unit 7: Building a Community of Raving Fans**

- a. Introduction to Unit (Video)
- b. Entrepreneurs Discuss Distinguishing Service (Video)
- c. Offering the Highest Level of Customer Service (Written)
- d. Entrepreneurs Discuss Systems for Service (Video)
- e. Creating Systems for Distinguishing Service (Written)
- f. Entrepreneur Video (Jacque Butler)
- h. Applications from the Entrepreneur Video (Written)
- g. Assessment for Unit (Quiz)

### **Unit 8: Making a Difference with Your Business**

- a. Introduction to Unit (Video)
- b. Entrepreneurs Discuss Making a Difference (Video)
- c. Entrepreneurs Discuss Business Models for Giving Back (Video)
- d. Entrepreneurs Discuss the Benefits of Giving Back (Video)
- e. Why Serving Your Community Makes Sense (Written)
- f. Creating Your Community Giving Strategy (Written)
- g. Entrepreneur Video (Gail Williams)
- h. Applications from the Entrepreneur Video (Written)
- i. Assessment of Unit (Quiz)

**Unit 9: Creating an Effective Integrated Marketing Strategy**

- a. Introduction to Unit (Video)
- b. Entrepreneurs and Experts Discuss Integrated Marketing (Video)
- c. Selecting Appropriate Strategies for Your Business (Written)
- d. Creating Your Integrated Marketing Plan (Written)
- e. Entrepreneur Video (Bill Kilburg)
- f. Applications from the Entrepreneur Video (Written)
- g. Assessment of Unit (Quiz)

**Unit 10: Summary of Course**

- a. Summary of Overall Content (Video)
- b. Final Assessment for Course (Exam)
- c. Final Paper for Course (Written)

Feel free to contact your instructor for this course with any questions or concerns you may have.  
Good luck learning the skills of entrepreneurship