

UniSA BUSS 5299 ENTREPRENEURIAL COMMERCIALISATION – ONLINE ACTIVITY SCHEDULE

Session Schedule, SP4 2012, Class 40294

Week starting	Content NOTE: there is no reason why you cannot start working on the course content before the dates indicated	Submission Deadlines (AssignIT)	Exercises Requiring comments on the Discussion Forum on the course Learnonline website.			
Monday 25 June	Session 1: Commercialisation and marketing 1-1 Introduction to the course 1-2 The commercialisation process 1-3 The marketing essentials 1-4 Models of marketing 1-5 The business idea for this course		1-1	1-2	1-3	1-4 & 1-5
2 July	Session 2: Entrepreneurial marketing 2-1 Entrepreneurial aspects of marketing 2-2 Entrepreneurial positioning and targeting Session 3: Preparing for the marketing plan 3-1 The marketing planning process 3-2 Secondary market research • <i>Questions relating to the entrepreneur interview</i>		2-1	2-2	3-1	3-2
9 July	3-3 Primary market research Session 4: Key marketing decisions 4-1 Adoption of innovation – identifying your first customer 4-2 Specifying the product or service 4-3 Distribution channels 4-4 Entrepreneurial pricing	11.00pm 11 July Marketing Overview; Email to lecturer	3-3	4-1	4-2	4-3 & 4-4
16 July	4-5 Communications planning Session 5: Getting the message to the customer 5-1 Communicating with customers 5-2 Direct marketing 5-3 Marketing through networks	11.00pm 18 July Interview Report; submit through Gradebook	4-5	5-1	5-2	5-3
23 July	5-4 Trade Shows and exhibitions 5-5 Social network marketing 5-6 Website marketing Session 6: Assembling the marketing plan 6-1 Budgeting for marketing 6-2 Putting together the marketing plan 6-3 Course Review		5-4	5-5	5-6	
30 Jul	Session 7: Personal presentation skills NOTE: Submit plan through Gradebook	11.00pm, 1 August Marketing Plan	6-1			
	Optional (but highly desirable): Present your plan at the CW presentation and review session		Adelaide, Friday 3 August, 2.10pm to 4.00pm, Room GK3-16			

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ASSESSMENT

Note: detailed guidelines for assessments are on the course teaching site. It is most important that you follow those guidelines, and use the templates provided on the course web site.

Assessment 1 – Individual Report (1000 word limit, 15%)

Each person is given the challenge to identify an entrepreneur and interview them about the marketing aspects of their business. The key to this assignment is an evaluation of the entrepreneur's marketing activities using the *Galaxy* model, and a critical assessment of the appropriateness of their market segmentation and their marketing strategy, positioning and action program. Students are briefed on this exercise, and are given detailed information on how to carry out this interview and write the report, using a template provided on the course Learnonline website. This is to be submitted through Gradebook.

Assessment 2 – Individual Marketing Plan (70%)

Students are given a business idea for this course at the start of the seminar series, and can access details through the course web site. Each student submits a marketing overview as a first stage in developing the business idea, using a template provided on the course Learnonline website. This is to be emailed direct to the lecturer: peter.balan@unisa.edu.au

Students then develop a marketing plan for the business idea. Each person carries out face-to-face interviews with 20 potential customers for the business idea to obtain primary information for their report. The marketing plan is presented as a poster (made up of two A3 pages), and document and financial templates are provided on the course Learnonline website. This report is to be submitted through Gradebook.

Assessment 3 – Individual Presentation of the Marketing Plan (15%)

You are to present your marketing plan, using the guidelines on the course web site. This is to be carried out on a one-to-one basis using Skype (audio and video); please note that this means that you need to set up and test this facility with the course coordinator beforehand. Alternatively, you are encouraged to attend the report presentation and review session at City West, as this provides a great learning experience.

PREREQUISITES

This course has no prerequisites.

TEXTBOOK

This is one of the few books that approaches marketing from the entrepreneurial point of view. It is not a large book and it is easy to read. It would be a very useful addition to your library.

Schindehutte, M, Pitt, L & Morris, M 2008, *Rethinking Marketing: The Entrepreneurial Imperative*, Pearson, New York

ANOTHER ENTREPRENEURSHIP COURSE

The fundamentals of new business development are dealt with in far more detail in the course BUSS 5298 Entrepreneurial Enterprises. This is offered in SP1 at City West as well as online, and it does not have any prerequisites.

Details are on the CDE website (www.unisa.edu.au/cde/)