

## Faculty Senate Course Form

Effective Date: **Fall 2025**

Submission Date: 09/3/2024

Department: Kelce Undergraduate Sch of Busine

College of: **Business**

Contact Person: Lynn Murray

Prefix: **ENTR**

Create New, Revise, Inactivate, or Reactivate: **New**

Course #: **320**

### Course Form:

- Used to create new course numbers or new prefixes.
- Used to change Name, Grading, Hours, Description, Reactivate
- Used to inactivate a course from the current catalog. Courses are never deleted. They are made inactive and can be legislated to become active again.

#### 1. Purpose/Justification for the Changes:

Entrepreneurship is vital to the health of the national, regional, and local economies. Particularly challenging for entrepreneurs is developing and managing customer value. This course provides an overview the process of pursuing opportunities and launching and growing ventures that create perceived customer value.

2. Is this related to, and/or affect, any other department/college/unit curricula or programs at Pittsburg State University? *If "Yes", please provide an explanation. Provide documentation of any discussions (e.g. copies of emails, memos, etc.) that have occurred.*

Yes  No

3. Is this course to be considered for General Education?

*If "yes" this requirement will need approval of the General Education Committee after the revisions have been approved by Faculty Senate. The General Education Course Approval form will also need to be submitted.*

Yes  No

4. Will this course be required of any education majors?

*If "yes," this requirement will need approval of the Council for Teacher Education before upload to " College Curriculum Legislation" in SharePoint.*

Yes  No

5. Will additional resources or costs be required?

Yes  No

If so, what will be needed?

6. Will any additional course fees be required (e.g. equipment, clothing, travel, licensing, etc.)?  
 If "yes," complete the Course Fee Form on the Faculty Senate website, it will need to gain approval of the President's Council.

Yes       No

7. Objectives/Student Learning Outcomes for NEW courses only, as it will appear in the syllabus:  
**Attach with upload.**

8. Assessment Strategies (e.g. exams, projects, university rubric, etc.), as it will appear in the syllabus:  
**Attach with upload.**

**Course Numbers cannot be changed, only created.**

	Existing	New/Proposed
Title:		Entrepreneurial Marketing
Course Number:		320
Credits:		3
Grading System:	Select One	A-F, IN
Pre/Co-Requisite(s):		ENTR 201 Foundations of Entrepreneurship
Course Description:		Explores the process of pursuing opportunities and launching and growing ventures that create perceived customer value. Particular focus is paid to innovativeness, creativity, selling, market immersion, networking, especially in circumstances of limited resources. Prerequisite: ENTR 201 Foundations of Entrepreneurship.

## Authorization Sign-Off

### Checklist

- |                                     |                                   |
|-------------------------------------|-----------------------------------|
| <input checked="" type="checkbox"/> | Required fields completed.        |
| <input checked="" type="checkbox"/> | Syllabus attached for new courses |
| <input checked="" type="checkbox"/> | Assignment Strategies Attached    |

-Approved: Department Chair/Director

Date: 9/8/24

Signature, Chair/Director: \_\_\_\_\_

*Alexander D. Birnba*

-Approved: College Curriculum Committee

Date: 12/16/24

Signature, Committee Chair: \_\_\_\_\_

*Jennifer Purvisley*

-Approved: Dean of College

Date: 12/16/24

Signature, Dean: \_\_\_\_\_

*Paul W. Gair*

-Approved: Council for Teacher Education (if applicable)

Date: \_\_\_\_\_

Signature, Council Chair: \_\_\_\_\_

-Approved: University Undergraduate Curriculum Committee

Date: \_\_\_\_\_

Signature, Committee Chair: \_\_\_\_\_

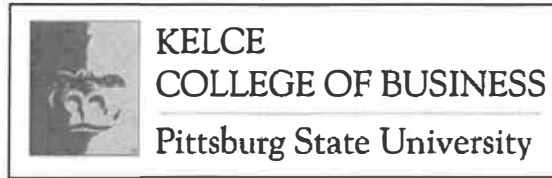
-Approved: Faculty Senate

Date: \_\_\_\_\_

Signature, Recorder Faculty Senate: \_\_\_\_\_

Originating Department(s): After completing this form, please upload it to the SharePoint, within the appropriate College folder, "Preliminary Legislation", to allow for review and questions. Any modifications should be saved as "original file name.v2.docx" and uploaded as well.

Following final College Curriculum Committee approval, please apply the appropriate signatures, and send them to your College Administrator.

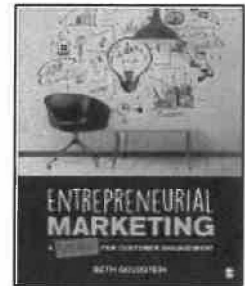


**Entrepreneurial Marketing**  
**ENTR 320**  
[Course Room]  
[Course Days, Time, Semester]

**Instructor:** [Name and Rank]  
**Office:** [Kelce Room #]  
**Hours:** [Times and Days – must be accessible]  
**Phone:** [Office # and others if appropriate]  
**E-mail:** [Official Pitt State address]

**Textbook**

Goldstein, B. (2019). *Entrepreneurial Marketing*. SAGE Publications, Inc. (US). <https://bookshelf.vitalsource.com/books/9781544397443>



**Catalog Course Description**

ENTR 320 Entrepreneurial Marketing (3 credit hours): Explores the process of pursuing opportunities and launching and growing ventures that create perceived customer value. Particular focus is paid to innovativeness, creativity, selling, market immersion, networking, especially in circumstances of limited resources. Prerequisite: ENTR 201 Foundations of Entrepreneurship.

**Prerequisites**

ENTR 201 Foundations of Entrepreneurship

**Course Objectives / Learning Outcomes**

- Deploy appropriate customer discovery tools to identify customer and market needs, problems, and entrepreneurial opportunities.
- Define customer profiles and create personas to align customer outreach methods and messaging with identified behaviors, interests, and attitudes.
- Identify evolving unmet customer needs.
- Develop, manage, and measure the success of an omnichannel marketing campaign that creates traction and engagement for entrepreneurial organizations.
- Develop content that directly addresses consumer needs and creates brand engagement.
- Analyze various market opportunities and assess risks with the focus on meeting customer needs.
- Develop (and adjust when necessary) key performance indicators (KPIs), metrics, and milestones for their campaign and evaluate their success based on achieving these metrics.
- Effectively allocate limited resources and budgets

## **Course Outline**

Week 1	Course Introduction
Week 2	Marketing Using an Entrepreneurial Lens
Week 3	Understanding Your Ecosystem
Week 4	Identifying Your Customers' Journey
Week 5	Listening to the Voice of the Customer
Week 6	Managing Competition and Inertia
Week 7	Creating Brand Engagement
Week 8	Designing Marketing Partnerships That Empower Growth
Week 9	Review and Midterm
Week 10	Creating Sales Processes and Systems
Week 11	Solution Selling
Week 12	Doing Well While Doing Good
Week 13	Deploying Omnichannel Marketing to Create Customer Engagement
Week 14	Leveraging Old School Marketing Tactics
Week 15	Using Data and Passion to Move From Idea to Market
Week 16:	Final Exam

## **Teaching Methods**

A mix of lecture, discussion, and experiential learning will be used in this course.

## **Canvas**

Announcements, assignments, and other resources for your use will be posted on Canvas. Many of these will also be announced in class, but not necessarily all—it is your responsibility to regularly check CANVAS for announcements and assignments. If you are having trouble accessing Canvas, contact Gorilla Geeks: [geeks@pittstate.edu](mailto:geeks@pittstate.edu) or 620.235.4600.

## **Attendance Policy**

Learning in this class requires your presence on a regular basis (leaving early or arriving late may count as an absence). I do not distinguish between excused and unexcused absences – you are here or you are not. Your presence is necessary as your classmates will depend on you. *However*, the health and safety of your classmates also depends on you. Please use common sense – if you aren't feeling well, if you've been told to quarantine or isolate, **DON'T COME TO CLASS!**

There is always the possibility of us needing to meet remotely due to weather or other reasons – I plan for these to be *synchronous* unless otherwise noted.

## **Classroom Conduct**

I expect you behave as a professional whether working with clients, colleagues, or faculty (including me). This is a time to develop the habits necessary for a successful career.

## *Communication*

Please use the email function in Canvas to contact me regarding the class. I will NOT respond to course related emails through my campus email address! Please ensure the email listed in Canvas is correct.

## *Electronic Devices*

Unless otherwise specified, NO electronic devices are to be used in class—no laptops, tablets, or phones.

## **Academic Integrity**

Academic honesty is fundamental to the activities and principles of a university. Academic integrity can be boiled down to five words:

# **YOUR WORK MUST BE YOURS!**

Any effort to gain an advantage not given to all students is dishonest regardless of the success or failure of the effort. Following University guidelines (<http://www.pittstate.edu/audiences/current-students/policies/rights-and-responsibilities/academic-misconduct.dot>), my response to academic dishonesty will be one of the following:

- ◆ You will fail the assignment;
- ◆ You will fail the class;
- ◆ You will fail the class and your transcript will show an XF, indicating failure due to academic dishonesty.

All Pitt State students are bound by the academic integrity policies of the university as described and outlined in the current Syllabus Supplement (<https://www.pittstate.edu/registrar/syllabus-supplement.html>). Please familiarize yourself with these rules and guidelines. In addition, as a course offered through the Kelce College of Business, students in this class are obligated to adhere to the college's Student Code of Ethics as outlined below.

Students shall:

- ◆ Refrain from class disturbances.
- ◆ Arrive on time and remain until dismissed at all class sessions and to notify instructors in advance of anticipated absences, late arrivals, or early departures whenever possible.
- ◆ Turn off cell phones or other electronic devices while in class, unless permission to use them has been granted.
- ◆ Prepare for and participate in all classes.
- ◆ Treat fellow students, staff, faculty and administrators with respect.
- ◆ Prepare assignments and exams honestly.
- ◆ Avoid plagiarism or unacknowledged appropriation of another's work in any academic work.
- ◆ Refrain from giving or receiving inappropriate assistance.
- ◆ Dress appropriately, avoiding clothing that is revealing, provocative, or includes offensive language or visuals. Dress as a professional when appropriate at ceremonies and interviews.
- ◆ Respect University property and use resources in the most effective and efficient manner.
- ◆ Be fair and constructive in the evaluation of faculty.
- ◆ Obey the policies, regulations, and laws of the United States of America, The State of Kansas, The Kansas Board of Regents, Pittsburg State University and the Kelce College of Business.

If a student observes someone committing dishonesty in connection with academic work, the student is encouraged to report that dishonesty to the appropriate individual (ex, faculty member, or administrator).

## **Students with Disabilities**

Please inform the instructor if you have a learning or physical disability that interferes with course requirements. Assistance and/or appropriate accommodations may be available through the contacts listed on the current Syllabus Supplement.

## Course Evaluation Methods

### *In-class work and project (35%)*

We will do a significant number of activities during class in which you will practice the lessons from the text. A project is also planned for this course.

### *Exams (40%)*

Two exams will be administered – a mid-term and a final.

### *Chapter Assignments (25%)*

In these assignments, you'll apply the chapter material. The following rubric will be used to evaluate your performance on these assignments.

Grading Scale	
To earn	Minimum Percentage
A	90
B	80
C	70
D	60

Criteria	Ratings				Points
Address all aspects of the assignment and demonstrates an at least adequate understanding of concepts.	<b>7 points</b> At least adequately addressed	<b>5.25</b> Not all aspects of assignment addressed but what is there demonstrates understanding	<b>3.94 points</b> Attempted but needs work	<b>0 points</b> No good faith effort apparent	
Formatting	<b>3 points</b> Appearance, format, grammar all acceptably professional	<b>2 points</b> Needs work – not professional in appearance, format, grammar, or other errors	<b>1 point</b> Significant work needed	<b>0 points</b> No good faith effort apparent	
Total Points					10

## Faculty Notification of Student Academic Progress

You'll be able to track your progress and grades in this course through the Canvas gradebook. I anticipate grading your work within one week of the assignment due date. I participate in the Navigate progress reporting system and will report midterm grades as well.]

## Notes

Please see PSU's Syllabus Supplement for this semester, available through the Registrar's Office at <https://www.pittstate.edu/registrar/syllabus-supplement.html>.

The instructor reserves the right to amend and to reorganize this syllabus at any time. You will be notified if this occurs.

### Course Evaluation Methods

#### *In-class work and project (35%)*

We will do a significant number of activities during class in which you will practice the lessons from the text. A project is planned for this course.

#### *Exams (40%)*

Two exams will be administered – a mid-term and a final.

#### *Chapter Assignments (25%)*

In these assignments, you'll apply the chapter material. The following rubric will be used to evaluate your performance on these assignments.

Grading Scale	
To earn	Minimum Percentage
A	90
B	80
C	70
D	60

also

### Chapter Assignment Rubric

Criteria	Ratings				Points
Address all aspects of the assignment and demonstrates at least an adequate understanding of concepts.	<b>7 points</b> At least adequately addressed	<b>5.25</b> Not all aspects of assignment addressed but what is there demonstrates understanding	<b>3.94 points</b> Attempted but needs work	<b>0 points</b> No good faith effort apparent	
Formatting	<b>3 points</b> Appearance, format, grammar all acceptably professional	<b>2 points</b> Needs work – not professional in appearance, format, grammar, or other errors	<b>1 point</b> Significant work needed	<b>0 points</b> No good faith effort apparent	
				<b>Total Points</b>	<b>10</b>



## **ENTR 320 Entrepreneurial Marketing Course Objectives / Learning Outcomes**

- Deploy appropriate customer discovery tools to identify customer and market needs, problems, and entrepreneurial opportunities.
- Define customer profiles and create personas to align customer outreach methods and messaging with identified behaviors, interests, and attitudes.
- Identify evolving unmet customer needs.
- Develop, manage, and measure the success of an omnichannel marketing campaign that creates traction and engagement for entrepreneurial organizations.
- Develop content that directly addresses consumer needs and creates brand engagement.
- Analyze various market opportunities and assess risks with the focus on meeting customer needs.
- Develop (and adjust when necessary) key performance indicators (KPIs), metrics, and milestones for their campaign and evaluate their success based on achieving these metrics.
- Effectively allocate limited resources and budgets