

Syllabus for DBA-8050

SEMINAR IN MARKETING AND ENTREPRENEURSHIP

COURSE DESCRIPTION

This course examines how organizations can leverage advanced marketing information, unique applications of consumer data, and organizational knowledge to effectively communicate value to consumers. Furthermore, this course addresses the importance of entrepreneurship and how this mindset can be encouraged and developed within organizations and by individual entrepreneurs. Topics include a full range of core principles and advanced theories to build upon current knowledge and expand students' understanding of marketing, ranging from market-oriented planning and competitive positioning to pricing and integrated communications, along with the variations of entrepreneurship. Emphasis is placed on applying advanced concepts through interactive discussions, cases, practical examples, and various doctoral-level assignments. By the end of the course, students will have developed an appreciation of advanced, next-level insights into the influence and impact that marketing has on organizational success. Students also gain significant insight in understanding how research and theory intersect with and increase marketing effectiveness at various organizational levels.

COURSE TOPICS

- An advanced perspective on core marketing concepts
- Potential impacts of changing consumer behavior
- The organizational practice of understanding customers through marketing research
- The effects of entrepreneurship activities on an organization
- Total revenue performance, including pricing, revenue management, and adjustments
- Strengths and weaknesses of marketing research
- Current understanding of entrepreneurship research and its implications

COURSE OBJECTIVES

After completing this course, students should be able to:

- CO 1** Illustrate key marketing theories, concepts, and organizational practices addressed by advanced academic research.
- CO 2** Critique advanced techniques and research methodologies that are used to understand changing consumer behavior.]
- CO 3** Appraise advanced techniques to analyze consumer-facing business processes conducted under the marketing function.

- CO 4** Critique appropriate methods to effectively communicate value propositions to diverse consumer segments and psychological profiles.
- CO 5** Demonstrate the functional application of advanced marketing research concepts as presented in academic literature.

COURSE MATERIALS

You will need the following materials to complete your coursework. Some course materials may be free, open source, or available from other providers. You can access free or open-source materials by clicking the links provided below or in the module details documents. To purchase course materials, please visit the [University's textbook supplier](#).

Required Readings

- Blanka, C. (2018). [An individual-level perspective on intrapreneurship: A review and ways forward](#). *Review of Managerial Science*, 1–43. [Available through ProQuest]
- Kiron, D., Kane, G. C., Palmer, D., Phillips, A. N., & Buckley, N. (2016). [Aligning the organization for its digital future](#). *MIT Sloan Management Review*, 58(1), 0. [Available through ProQuest]
- Reiner, G., & Natter, M. (2007). [An encompassing view on markdown pricing strategies: An analysis of the Austrian mobile phone market](#). *Operations Research Spectrum*, 29(1), 173–192. [Available through ProQuest]

COURSE STRUCTURE

Seminar in Marketing and Entrepreneurship is a three-credit, online course consisting of **four** modules with four discussion forums, four article analyses, four briefing notes, two synchronous events, and a final project. Modules include an overview, topics, learning objectives, study materials, and activities. Module titles are listed below.

- **Module 1: Advanced Core Marketing Concepts**
Course objectives covered in this module: CO 1, CO 5
- **Module 2: Understanding Entrepreneurship**
Course objectives covered in this module: CO 2, CO 5
- **Module 3: Organizational Interactions with Customers**
Course objectives covered in this module: CO 3, CO 5

- **Module 4: Revenue Performance**

Course objectives covered in this module: CO 4, CO 5

ASSESSMENT METHODS

For your formal work in the course, you are required to participate in online discussion forums, complete written assignments, and complete a final project. See below for details.

Consult the Course Calendar for due dates.

Promoting Originality

One or more of your course activities may utilize a tool designed to promote original work and evaluate your submissions for plagiarism. More information about this tool is available in [this document](#).



Discussion Forums

You are required to complete **four** discussion forums. The discussion forums are on a variety of topics associated with the course modules and use a single-thread approach in which you will respond to an established comment thread. That is, you will simply join the conversation that has been started instead of creating your own response to the question anew. The first respondent will need to start the thread. Procedurally, this means you will need to do the following:

1. Answer the posed question. If you are the first to respond, you will create the discussion thread; if you are not, you will respond to the previous thread (as the instructor and peers move the conversation forward). Think “classroom environment,” in which conversations typically change and morph as additional points of consideration are offered.
2. Take into consideration what students have previously posted (and any sub-conversations associated with the posts) by synthesizing their content into your response within the same conversation stream. This model allows the conversation to grow and change as the group’s knowledge increases and additional areas of importance are addressed.



Article Analyses

You are required to complete **three** article analyses. The article analyses are on a variety of topics associated with the course modules.

Briefing Notes

You are required to complete **three** briefing notes. The briefing notes are on a variety of topics associated with the course modules.

Synchronous Events

You are required to participate in **two** synchronous events. To attend the event, click on the Synchronous Event Space link in the Edison Live! Section of the Moodle course space. Use this [Edison Live!](#) link for technical assistance. For additional details, refer to **Module 2** and **Module 4**.

Consult the Course Calendar for due dates.

Final Project

You will apply the knowledge and skills you have learned in this course and other courses, in concert with the fundamental understanding you have of core marketing concepts from an academic perspective, by completing a substantive narrative analysis of literature relating to one of the sub-areas of content: marketing operations, consumer psychology, or pricing strategies. You will have to select a specific topic from within one of these areas to develop a final paper, to be submitted during the last week of the course. You will become an expert through an advanced understanding in your chosen topic.

GRADING AND EVALUATION

Your grade in the course will be determined as follows:

- **Online discussions (4)**—15 percent
- **Article analyses (3)**—20 percent
- **Briefing notes (3)**—25 percent
- **Synchronous events (2)**—10 percent
- **Final project**—30 percent

All activities will receive a numerical grade of 0–100. You will receive a score of 0 for any work not submitted. Your final grade in the course will be a letter grade. Letter grade equivalents for numerical grades are as follows:

A	=	93–100	B	=	83–87
A–	=	90–92	C	=	73–82
B+	=	88–89	F	=	Below 73

To receive credit for the course, you must earn a letter grade of C or higher on the weighted average of all

assigned course work (e.g., assignments, discussion postings, projects). Graduate students must maintain a B average overall to remain in good academic standing.

STRATEGIES FOR SUCCESS

First Steps to Success

To succeed in this course, take the following first steps:

- Read carefully the entire Syllabus, making sure that all aspects of the course are clear to you and that you have all the materials required for the course.
- Take time to read the entire Online Student Handbook. The Handbook answers many questions about how to proceed through the course and how to get the most from your educational experience at Thomas Edison State University.
- Familiarize yourself with the learning management systems environment—how to navigate it and what the various course areas contain. If you know what to expect as you navigate the course, you can better pace yourself and complete the work on time.
- If you are not familiar with web-based learning, be sure to review the processes for posting responses online and submitting assignments before class begins.

Study Tips

Consider the following study tips for success:

- To stay on track throughout the course, begin each week by consulting the Course Calendar. The Course Calendar provides an overview of the course and indicates due dates for submitting assignments, posting discussions, and submitting the final project.
- Check Announcements regularly for new course information.

Using AI Ethically: A Guide for TESU Students

TESU's [Academic Code of Conduct](#) permits student AI use in support of their writing and research process—not as a replacement for original writing. Document AI use with an acknowledgment statement at the end of each assignment, noting the tools and prompts used. Cite any AI-generated content on the References page. Please review [Using AI Ethically: A Guide for TESU Students](#) for more detailed information.

COMMITMENT TO DIVERSITY, EQUITY, AND INCLUSION

Thomas Edison State University recognizes, values, and relies upon the diversity of our community. We strive to provide equitable, inclusive learning experiences that embrace our students' backgrounds, identities, experiences, abilities, and expertise.

ACCESSIBILITY AND ACCOMMODATIONS

Thomas Edison State University adheres to the Americans with Disabilities Act (ADA, 1990; ADAAA, 2008) and Section 504 of the Rehabilitation Act of 1973. The Office of Student Accessibility Services (OSAS) oversees requests for academic accommodations related to disabilities; a student who is pregnant, postpartum, or a student parenting a newborn who is not the birth parent [as covered under NJSA18A]; and students requesting academic accommodation for a short-term/temporary illness and/or injury. Information can be found on the [Office of Student Accessibility Services](#) webpage and questions can be sent to ADA@tesu.edu.

ACADEMIC POLICIES

To ensure success in all your academic endeavors and coursework at Thomas Edison State University, familiarize yourself with all administrative and academic policies including those related to academic integrity, course late submissions, course extensions, and grading policies.

For more, see:

- [University-wide policies](#)
- [Undergraduate academic policies](#)
- [Undergraduate course policies](#)
- [Graduate academic policies](#)
- [Graduate course policies](#)
- [Nursing student policies](#)
- [Nursing graduate student policies](#)
- [International student policies](#)
- [Academic code of conduct](#)