

Entrepreneurial Marketing 29.07.2019 - 02.08.2019

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This course aims to offer some insight and pointers for active entrepreneurs or someone considering trying out a new product or venture idea. The course is not primarily designed for students who have majored in Marketing, although the small business applications could still be useful. Course materials will be handed out during the course. Active participation during the course and in a final group assignment is the key assessment requirement. Guest lectures and/ or movies are offered for free, so is the hard work... We look forward to seeing you this summer!

Week 31

Weekend		
Time	Activity	Description
12:00-18:00	Key pick up	You will find the exact key pick up location in the pre-departure information, which becomes available after you have paid the course fee.
Monday, 29-07-19		
Time	Activity	Description
10:00-12:00	Seminar	Today we will get to know each other and form teams to work on this course's key assessment project – a group presentation on Friday. We will also try to ensure that we understand your expectations and you ours. In terms of the material, our objective today is to ensure we all understand what Marketing is and why it can be so critical for entrepreneurs. We will also try to ensure that you have a good overview of the strategic dimensions of Marketing – another area too often neglected by entrepreneurs.
12:00-13:00	Lunch break	
13:00-15:30	Seminar	
Tuesday, 30-07-19		
Time	Activity	Description
10:00-12:00	Seminar	Managing a product or service by understanding your buyer. Issues that will be considered include the importance of branding - often seen by entrepreneurs as the preserve of large companies and large budgets. We will consider how start-ups and small companies can build a brand too.
12:00-13:00	Lunch break	
13:00-15:30	Seminar	Building on the morning session, the afternoon will extend our understanding of how to manage our offering to our consumers. We will consider issues such as concept testing (market research), product launch and innovation. Again, our focus will be on the highly creative endeavours required of small business.
Wednesday, 31-07-19		
Time	Activity	Description
10:00-12:00	Seminar	Today the focus will be on the closely related matters of distribution and price. Even if you have a great idea, making your product or service available to your market may be a difficult nut to crack – especially for small businesses and new market entrants. We will consider how the digital world has created new threats and new opportunities for small business.
12:00-13:00	Lunch break	
13:00-15:30	Seminar	During the afternoon, we will also consider some forms of business – such as franchising or licensing - that may offer an opportunity to start a business or expand an existing one. Today and tomorrow afternoon we will also schedule short (5min) presentations by the groups in which you present your intended framework for the Friday presentations.

Thursday, 01-07-19

Time	Activity	Description
10:00-12:00	Seminar	<i>"Marketing" is often wrongly equated to "Advertising" or "Selling", but today these will be our focus. This morning the emphasis will be on getting the message out and staying in touch with your consumers. We will consider advertising, including the use (and risks) of social media and innovative guerilla tactics.</i>
12:00-13:00	Lunch break	
13:00-15:30	Seminar	<i>This afternoon, we will consider the key area of Sales - vitally important, especially to a start-up when cash flow is all-important. We will also finish up the scheduled framework presentations started yesterday.</i>

Friday, 02-07-19

Time	Activity	Description
10:00-12:00	Group presentation	<i>This morning will be a short wrap-up of the course before we consider your group presentations. The presentations should each be between 20-30 mins long and professionally presented with a PowerPoint or similar presentation. Each presentation should also be accompanied by a printed version that can be handed in to the course lecturer.</i>
12:00-13:00	Lunch break	
13:00 – 15:30	Group presentation	<i>Last of the presentations; final course evaluation; awarding of course certificates; group photograph; and good-byes.</i>
10.00(!)	Key hand-in	<i>If you are leaving the summer school you must hand in your keys before class on Friday. Make sure you read the instructions given to you on arrival.</i>

Please take note that this course ends at 3.30PM! Students who want to leave early might not receive (full) credits for this part of the program.