

MSc Full Time Entrepreneurship and

Entrepreneurial Marketing

2122_MK_5_3_056_E

Academic department: Marketing

Head of the course: A. ATTARI

Instructors:

Core course:



Medium of instruction:

Anglais

ECTS credits:

2.0

ECTS credits external:

0.0

Coefficient (if different from

Contact hours:

15 h

Total student workload:

50.0 h

Course requirements:

ACCEPTANCE IN MSC ENTREPRENEURSHIP AND INNOVATION

The content of the course is linked to CSR

The content of the course and/or the teaching methods has a digital dimension

The course is linked to NEOMA-BS pole of expertise



Course presentation

This course aims to advance students' understanding of marketing concepts for those who are interested in starting new businesses or initiating innovative marketing changes within existing companies. The course complements and deepens the concepts and theories introduced in marketing and entrepreneurship courses.

Campus de Reims - 59 rue Pierre Taittinger - CS 80032 - 51726 Reims Cedex • Tél. +33 (0)3 26 77 47 47

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Campus de Paris - 9 rue d'Athènes - 75009 Paris • Tél. +33 (0)1 73 06 98 00

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Code APE : 8542Z - N° TVA intracommunautaire : FR21 834 295 354 - Siège social : 1 rue du Maréchal Juin - 76130 Mont-Saint-Aignan • www.neoma-bs.fr

Learning objectives

At the end of the course participants will be able to:

- Objectif_1: Master key analytical tools necessary for marketing a new business
- Objectif_2: Understand the key differences and similarities between marketing activities of start-ups and established companies
- Objectif_3: Understand fundamentals of designing marketing strategies and tactics for new businesses
- Objectif_4: Understand the key steps in creating and growing a new brand

Keywords: entrepreneurial marketing, startup, new business marketing, branding

Description of teaching methods

lecture, workshop, group project and presentation

Assessment

Type	Organised by the evaluation center	Title	Duration	% weight in final mark	% weight in individual mark
Contrôle Continu	-	Continuous Assessment	0 min	40 %	1 %
Contrôle Continu	-	Dossier / Projet	0 min	60 %	1 %
-	-	-	-	0 %	-

Details on the assessment methods

Course structure

Session	Type	Duration	Topics	Preparatory work	Teaching methods
1	Cours	180.0 min	Entrepreneurial marketing in a nutshell	In class activities	Présentiel synchrone

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Session	Type	Duration	Topics	Preparatory work	Teaching methods
2	Cours	180.0 min	Marketing strategy and branding for Entrepreneurs	In class activities	Présentiel synchrone
3	Cours	180.0 min	Entrepreneurial marketing mix	In class activities	Présentiel synchrone
4	Cours	180.0 min	Digital and social media communications for entrepreneurial marketers	In class activities	Présentiel synchrone
5	Cours	180.0 min	Group project presentations	Final presentations	Présentiel synchrone

References & teaching material

Bibliography

Lodish, L. M., Morgan, H. L., Archambeau, S., & Babin, J. (2015). Marketing that works: how entrepreneurial marketing can add sustainable value to any sized company. Pearson Education

Osterwalder, A., & Pigneur, Y. (2010). Business model generation: a handbook for visionaries, game changers, and challengers. John Wiley & Sons.

- Additional articles and references may be used based on the class need during the semester.