

Format revised 2025  
Syllabus revised 2025

Florence University of the Arts (FUA) is an academic institution for study abroad in Florence, Italy. FUA collaborates with The American University of Florence (AUF), an international university offering US-style undergraduate and graduate degrees, in a cooperation to offer study abroad programs with a diverse breadth and depth of academic curriculum.

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**DEPARTMENT OF MARKETING****COURSE TITLE: ENTREPRENEURIAL MARKETING****COURSE CODE: BUMKEM305, BUEREM305****3 Semester Credits****1. DESCRIPTION**

The primary purpose of this course is to provide marketers with an in-depth understanding of product development practices including innovation, product strategy and processes, customer needs, identification, idea generation, concept development and optimization, forecasting, and launch. The course will analyze the marketing development strategies of new entrepreneurial companies with low budgets and little or no brand development. An important component of the coursework features hands-on approaches to real-life business problems that require application of topics learned in the classroom. Students will be introduced to highly creative and effective experiential forms of learning ranging from case studies to business plans, entrepreneurs in the classroom, conducting entrepreneurial audits, working with concepts of marketing inventions, and consulting projects. Furthermore, students will be part of a dedicated lab team of cross-disciplinary learners led by faculty and advisers, and will collaborate with executives and representatives from real companies on comprehensive business issues. Coursework includes site visits to local companies and special guest lectures from local prominent entrepreneurs.

**2. OBJECTIVES**

Upon the successful completion of the course, students will be able to:

- master the value-creation process and find resources to structure the value constellation
- implement a value-creating vision and receive feedback
- make conjectures about the changing rules of the market
- lead and manage
- exceed customer expectations
- balance transactions, relations, tangibles and intangibles in the marketing strategy

**3. REQUIREMENTS**

There are no prerequisites for this course.

**4. METHOD**

This course consists of lectures, class discussions, projects, and interaction with the local community. Mediums for instruction used will include, but are not limited to, interactive and hands-on activities which challenge thought processes, integrate relevant academic sources, may include multimedia references, propose creative problem-solving, and other appropriate forms of delivery as deemed appropriate to the course's purpose.

**5. TEXTBOOK – FURTHER READINGS – RESOURCES**

TEXTBOOK (Copy available at the university library):

- Nissen, Edwin J. *Entrepreneurial Marketing: An effectual approach*; Routledge Reprint, 2014.

The textbook is mandatory for course participation and completion. Where applicable additional materials may be provided by the instructor.

## FURTHER READINGS

- Hills, Gerald E. & Hultman, Claes M. "Academic Roots: The Past and Present of Entrepreneurial Marketing," *Journal of Small Business & Entrepreneurship* 24(1), 2011.
- Swenson, Michael J.; Rhoads Gary K.; Whitlark David B. "Entrepreneurial Marketing: A Framework for Creating Opportunity with Competitive Angles," *Journal of Applied Business and Economics*, 13(1), 2012.
- United States International Trade Commission, *Small and Medium-Sized Enterprises: Characteristics and Performance*, Investigation No. 332-510 USITC Publication 4189 November 2010.

## ONLINE RESOURCES

- *Types of marketing. Explore Strategies of Professional Marketers*: [www.marketing-schools.org/types-of-marketing/](http://www.marketing-schools.org/types-of-marketing/)
- Rajeev, Roy. *Entrepreneurial Marketing*, 2007 : [www.slideshare.net/royrajeev/entrepreneurial-marketing](http://www.slideshare.net/royrajeev/entrepreneurial-marketing)
- Stanford, 15. *Entrepreneurial Marketing*, 2012 : [www.youtube.com/watch?v=3TltbMyJ2xY](http://www.youtube.com/watch?v=3TltbMyJ2xY)

## LIBRARY

Course participants may access the campus library. Please consult the posted schedules for official opening times. Texts may be consulted on-site, and scanning/internet services available.

## 6. COURSE MATERIALS

No additional course materials are necessary.

## 7. COURSE FEES

Course fees cover course-related field learning activities, visits, and support the instructor's teaching methodologies. Book costs are not included in the course fee. If this course requires a fee, the exact amount is communicated prior to enrollment.

## 8. GRADING AND EVALUATION & ATTENDANCE

10% Attendance

10% Participation and Homework

10% Assignments

25% Final Project/Presentation

20% Midterm Assessment, Field Learning Project (if applicable), Special/Research Project (if applicable)

25% Final Exam

The above grade breakdown percentages reflect the grading scale standards in the "Grading and Evaluation System" section of the catalog.

### Attendance

Class participation is mandatory. Based on the hours defined in the Academic Catalog's attendance policy, students may miss up to 2 class encounters delivered as lecture hours. A third absence constitutes a course failure.

Please note that absence hours may vary according to the learning methodology, as per the academic catalog policy on credit hours:

[https://catalog.fua.it/standard\\_regulation](https://catalog.fua.it/standard_regulation)

## 9. EXAMS / PROJECTS / ASSIGNMENTS

**Class participation, homework and assignments** count for 30% of the final course grade. Since this class is very hands-on, it is vital that students come to class prepared, having completed all readings and assignments, and be ready to participate in class activities, discussions, meetings, and visits.

The **Midterm** Assessment counts for 20% of the final course grade. For exam time and date consult the course addendum. **The time and date of the exam cannot be changed for any reason.** More information will be provided by the course instructor via the course website.

The final **Project and Presentation** counts for 25% of the course grade.

Format: topic, length, guidelines, and due date will be provided in the course website.

Material for research will be available in the FUA Library in Corso Tintori 21.

The **Final** exam counts for 25% of the final course grade. For exam time and date consult the course addendum. **The time and date of the exam cannot be changed for any reason.** Format: the exam consists of short-answer questions and essay questions regarding the class lectures, readings, and project. More information will be provided by the course instructor via the course website.

Assignments: This course requires at least 3 assignments as per the course outline in the syllabus. Further details are provided in the course portal.

## 10. COURSE OUTLINE

Lesson 1	
Meet	In class
Lecture	Presentation of the Course; Introduction to the Class Syllabus. Information on Assignments and Exams. First meeting with local entrepreneur, presentation of company and explanation of project
Objectives	<ul style="list-style-type: none"><li>- Explain course outline, objectives, assignments, exams, etc.</li><li>- Be introduced to local professional(s) and understand company, its direction, values, goals and how the course project will be integrated into this real-world situation in order to achieve tangible, measurable outcomes</li><li>- Define key terminology related to lecture topics</li></ul>
Readings/ Assignments	Read: Textbook, Chapter 1 Assignment #1 assigned, due by next class meet: The instructor will provide students with a task based on reading materials and topics of the lesson

Lesson 2	
Meet	In class
Lecture	From an entrepreneurial idea to business model; developing a business model for a new company or product
Objectives	<ul style="list-style-type: none"><li>- Analyze the aspects of a business model for upstart businesses or new products on a low budget</li><li>- Define key terminology related to lecture topics</li></ul>
Readings/ Assignments	Read: <i>Textbook</i> , Chapter 2

Lesson 3	
Meet	In class
Lecture	Define the market opportunity: from the idea to the value proposition
Objectives	<ul style="list-style-type: none"> <li>- Learn how to evaluate the market in order to identify need, want, or demand trend that is not currently being met</li> <li>- Define key terminology related to lecture topics</li> </ul>
Readings/ Assignments	Read: <i>Textbook</i> , Chapter 3 Assignment #2 assigned, due by next class meet: The instructor will provide students with a task based on reading materials and topics of the lesson

Lesson 4	
Meet	In class
Lecture	Who is my audience? Define the customer value
Objectives	<ul style="list-style-type: none"> <li>- Understand how target audience influences marketing strategies</li> <li>- Learn how to convey value to the customer or consumer segment</li> <li>- Define key terminology related to lecture topics</li> </ul>
Readings/ Assignments	Read: <i>Textbook</i> Chapter 4 FINAL PROJECT OVERVIEW.

Lesson 5	
Meet	In class
Lecture	A new product adoption: from early adopters to laggards
Objectives	<ul style="list-style-type: none"> <li>- Understand the stages of the product adoption process</li> <li>- Be able to list and describe the various types or “classes” of adopters</li> <li>- Define key terminology related to lecture topics</li> </ul>
Readings/ Assignments	Read: <i>Textbook</i> , Chapter 5 MIDTERM ASSESSMENT ASSIGNED, due prior to next class meet.

Lesson 6	
Meet	In class
Lecture	Who are my competitors? Levels of competition, barriers and differentiation opportunities for new businesses and products
Objectives	<ul style="list-style-type: none"> <li>- Be able to analyze the competition on a level and develop tools for successful marketing of new businesses and products</li> <li>- Define key terminology related to lecture topics</li> </ul>
Readings/ Assignments	Read: <i>Textbook</i> , Chapter 6

Lesson 7	
Meet	In class
Lecture	Roles and rules: the entrepreneurial company organization
Objectives	<ul style="list-style-type: none"> <li>- Be able to structure a new company so as to clearly define goals and achieve desired outcomes</li> <li>- Understand the importance of a well-defined company structure, especially for start-ups</li> <li>- Define key terminology related to lecture topics</li> </ul>
Readings/ Assignments	Read: <i>Textbook</i> , Chapter 7.1-7.2-7.6 Assignment #3 assigned, due by next lesson: The instructor will provide students with a task based on reading materials and topics of the lesson

<b>Lesson 8</b>	
<b>Meet</b>	In class
<b>Lecture</b>	Profit & loss: price definition and sales forecast, competitive pricing for start-ups and new products or services
<b>Objectives</b>	<ul style="list-style-type: none"> <li>- Be able to analyze key factors and set price in current market</li> <li>- Define key terminology related to lecture topics</li> </ul>
<b>Readings/Assignments</b>	Read: <i>Textbook</i> , Chapter 7.5

<b>Lesson 9</b>	
<b>Meet</b>	In class
<b>Lecture</b>	How can we reach the market? The distribution strategy and placement for new businesses and products
<b>Objectives</b>	<ul style="list-style-type: none"> <li>- Describe strategies for getting the product to the consumer</li> <li>- Discuss the importance of being prepared for growth</li> <li>- Define key terminology related to lecture topics</li> <li>- Develop and implement promotional tools which do not require an extensive budget</li> <li>- Define key terminology related to lecture topics</li> </ul>
<b>Readings/Assignments</b>	Read: <i>Textbook</i> , Chapter 7.3 FINAL PROJECT DUE

<b>Lesson 10</b>	
<b>Meet</b>	In class
<b>Lecture</b>	Creative communication for entrepreneurial marketing: from guerrilla to viral
<b>Objectives</b>	<ul style="list-style-type: none"> <li>- Understand the types of marketing communication strategies and the different costs, effects, and outcomes of each</li> <li>- Define key terminology related to lecture topics</li> </ul>
<b>Readings/Assignments</b>	Final Project Presentation

<b>Lesson 11 Final Exam</b>	
<b>Meet</b>	In class
<b>Lecture</b>	FINAL EXAM