



SYLLABUS

Bus 464 - 05
Senior Project
Fall 2015

Dr. Joan Lindsey-Mullikin, Ph. D.
Class Time: Mon/Wed 10:10 – 12:00
Office Location: 03 - 415

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Classroom: 03 - 114

Office Hours: 12:00 - 1:30 p.m. MW and additional times by email appointment. You are welcome to come!

OVERALL OBJECTIVE (modified from the Marketing web-site)

Teams will work on industry-proposed projects. Students will work with the client organizations to define the set of challenges that will be addressed. Projects include determining market potential, characterizing and defining target markets, refining product concepts, and developing integrated marketing communications plans or marketing plans. Students will produce a tangible deliverable that has real value to the client.

SPECIFIC OBJECTIVE

The following learning objectives are also set forth for this class:

- 1) Demonstrating Effective Written Communications
- 2) Demonstrating Effective Oral Communication
- 3) Demonstrating Effective Participation in Teams

INNOVATION

Innovation is key in this class. This is your chance to show your innovative side. Your team members should brainstorm for innovative solutions to the problems presented to you in this class. Brainstorming includes not eliminating any ideas at the first round.

SKILLS

Your research and your communication skills: speaking, writing, and presenting will be put to the test for this course. Your marketing skills will be put to the test. You will be acting as a consultant for a firm with a service opportunity. You will make decisions using tools from your classes to present your client with an innovative and viable set of options for their opportunity.

ACCOMMODATIONS FOR YOU

If you have a documented disability and wish to discuss academic accommodations, please contact me as soon as possible. If you are ever in need of special accommodations please see me at any time to discuss your needs. It is very important to me that each student is comfortable in the classroom and is treated with respect. Any sensitive communications will be kept in strict confidence. Any student who is entitled to an academic accommodation based on the impact of a documented disability may contact me privately during office hours to discuss his or her specific needs.

COMMITMENT

- Most students view this experience as an internship and work hard to achieve excellent results for their clients because they know they can use the experience and the completed report as powerful interview and resume tools.
- This is probably your first professional consulting client
- Your professor has put their own reputations on the line to engage Treasureboxs and Doug Klein
 - Please interact professionally with them
 - Be very prepared for meetings with these individuals
 - Incorporate their suggestions into your projects
- Working with Doug Klein and Treasureboxs is a really great experience for you!

RESEARCH

Research is of the utmost importance in a project class. Don't operate on assumptions. Make decisions on research, research, and more research!! Use the marketing (and other) databases and possibly your own (survey, etc.) research to make your decisions. There are reliable sources on the Internet such as McKinsey Quarterly, etc. See me about this. The entire Internet is not unreliable.

GRADE DISTRIBUTION

Attendance, and professionalism (class meetings, coaching sessions, responsibility, coming to class on time, etc.)	20
Your Contribution to The Final Product	80
Total Grade	100

ATTENDANCE POLICY

If you are unable to attend class please contact your professor and your team members as a courtesy, as it is a group-based class. Take on the responsibilities for that day's duties so you can make up for your absence. If you are working out of the class, such as at the client's facility for a day please inform your group members and your professor as a courtesy. We are working together and absences are not your own in this class. See CLASS ATTENDANCE below.

CLASS ATTENDANCE

Students are expected to attend class regularly to keep the quality and quantity of their work high. Absence from classes is regarded as serious. An excused absence can be allowed only by the instructor in charge of the class upon consideration of the evidence justifying the absence presented by the student. An excused absence merely gives the individual who missed the class an opportunity to make up the work and in no way excuses the student from the work required.

Source: Campus Administrative Manual 485.1 July, 1973

"Excusable" Reasons for Missing Class:

1. Illness with a doctor's statement
2. Serious illness or death of close relatives
3. Active participation in university events (an instructor may require a statement from the adviser involved certifying that the student was actively participating in a recognized university event)
4. Field trips
5. Religious holidays
6. Selective service and military reasons
7. NCAA athletic competitions
8. Instructionally Related Activities (IRA)/competitions
9. Jury duty or any other legally required court appearances
10. Job or internship interviews

CHEATING

The university does not condone academic cheating or plagiarism in any form. The faculty is expected to uphold and support the highest academic standards in this matter and follow the procedures as outlined by the Resolution on Academic Dishonesty: Cheating and Plagiarism Procedures.

NOTICE OF OFF CAMPUS VISITS

There are required forms to be completed if you are going off campus for this class. They can be found on Poly Learn. Please see your professor prior to these visits.

GRADES

93%, 90% - 92% = A, A-

88%, 83% to 87%, 80% to 82% = B+, B, B-

78%, 73% to 77%, 70% to 72% = C+, C, C-

68%, 63% to 67%, 60% to 62% = D+, D, D-

59% or less = F

STARTUP COMMUNITIES BOOK

I purchased a copy of the book entitled, ***Startup Communities: Building an Entrepreneurial Ecosystem in Your City***, by Brad Feld for each group. You will find it very helpful during your project.

TENTATIVE CLASS AGENDA *

***Specific Daily Activities Will Be Announced in Class**

Class No.	Date	Activity
1	Mon, Sept. 21	Introduction, syllabus, groups
2	Wed, Sep. 23	Groups, Meet Doug Klein, StudioGood
3	Mon, Sep. 28	Group Work/Consult with Professor Team Member Contract
4	Wed. Sept. 30	Group Work/Consult with Professor
5	Mon, Oct. 5	Group Work/Consult with Professor
6	Wed, Oct. 7	Group Work/Consult with Professor
7	Mon, Oct. 12	Group Work/Consult with Professor
8	Wed Oct. 14	Group Work/Consult with Professor
9	Mon, Oct. 19	Group Work/Consult with Professor
10	Wed, Oct. 21	Group Work/Consult with Professor
11	Mon, Oct. 26	Group Work/Consult with Professor
12	Wed, Oct.28	Group Work/Consult with Professor
13	Mon, Nov. 2	Group Work/Consult with Professor
14	Wed, Nov. 4	Group Work/Consult with Professor
15	Mon, Nov. 9	Group Work/Consult with Professor
-	Wed, Nov. 11	Veterans Day – no class

16	Mon, Nov. 16	Group Work/Consult with Professor
17	Wed, Nov. 18	Practice Presentations
18	Mon, Nov. 23	Practice Presentations
-	Wed. Nov. 25	Thanksgiving Holiday – No Class
19	Mon, Nov. 30	Present Final Report to Clients and Doug Klein **
20	Wed, Dec. 2	Present Final Report to Clients and Doug Klein**
Final Exam	Mon, Dec. 7	10:10 a.m. – 1:00 p.m. Team Member Evaluation

**** Provide copies of your presentation to all presentation attendees and your professor for evaluation purposes**

Overview: Research and Campaign Launch for Community Entrepreneurship Festival

The City of San Luis Obispo is recognized as a very entrepreneurial place to be. Since SLO is not located near a major metropolitan city, and the cost of living is high, those who want to live here need to be entrepreneurial in order to thrive. This has produced a culture of great thinkers, tinkerers and innovators who consistently produce world-class homegrown businesses.

Additionally, Cal Poly has recently enjoyed a great deal of interest in its Entrepreneur programs and association with the HotHouse through Cal Poly's Center for Innovation and Entrepreneurship (CIE). So what if we could all come together – City and University, business owners and entrepreneurs, supporters and funders – and put San Luis Obispo on the map as a place people want to invest in for the long-term?

We propose to do this by creating a gathering. Part TED conference, part Shark Tank, part crowdfunding festival like OneSpark. This will be an area-wide production that will require participation and support from a wide range of people. Your job is to provide the strategy and big idea to excite them, then divide into teams to rally support from five different groups. This project will be broken into two phases.

Phase 1: Research

1. What other events are out there like this? (Start with OneSpark.com)
2. What makes them successful, and what should we avoid?
3. What makes an ideal venue?
4. When is the best time of year for such an event?
5. How long should the event last?
6. What are some ideas for the event agenda?
7. Give the event a name and a visual identity.
8. Create a 3-month launch campaign to get the word out about the event, including sample messaging (content), marketing channel selection.

Phase 2: Outreach

Once you have your plans together from Phase 1, you will be divided into teams to get input from key stakeholder groups. Meet with them. Survey them. Talk to them on social media. Think about what they'll love, and get their ideas and enthusiasm to fuel the fire.

Teams:

- City and TBID (SLO hotels)
- Cal Poly and Sponsors
- Venture Capitalists and Speakers
- Entrepreneurs and Local Businesses
- General Public

At the end of the quarter, you will be presenting your findings and ideas from Phase 1, and your further thoughts and input from your key constituents from Phase 2.