

GENC6007

Marketing for Startups

Course Outline

Semester 2, 2017

Course-Specific Information

Table of Contents

<u>COURSE-SPECIFIC INFORMATION</u>	<u>1</u>
<u>1 STAFF CONTACT DETAILS</u>	<u>1</u>
<u>2 COURSE DETAILS</u>	<u>1</u>
2.1 Teaching Times and Locations	1
2.2 Units of Credit	1
2.3 Summary of Course	1
2.4 Course Aims and Relationship to Other Courses	1
2.5 Student Learning Outcomes	2
<u>3 LEARNING AND TEACHING ACTIVITIES</u>	<u>3</u>
3.1 Approach to Learning and Teaching in the Course	3
<u>4 ASSESSMENT</u>	<u>3</u>
4.1 Formal Requirements	3
4.2 Assessment Details	3
4.3 Assessment Format	4
4.4 Late Submission	6
<u>5 COURSE RESOURCES</u>	<u>6</u>
<u>6 COURSE EVALUATION AND DEVELOPMENT</u>	<u>7</u>
<u>7 COURSE SCHEDULE</u>	<u>8</u>

COURSE-SPECIFIC INFORMATION

1 STAFF CONTACT DETAILS

Lecturer-in-charge: Veronica Zixi Jiang

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Consultation Times: Thursday 3pm-4pm, or email me, happy to arrange a time😊

2 COURSE DETAILS

2.1 Teaching Times and Locations

	Day	Time	Location
Lecture by Veronica	Fridays, Week 1 to Week 12	2-5pm	Bus G21

2.2 Units of Credit

The course is worth 6 units of credit. There is no parallel teaching in this course.

2.3 Summary of Course

Marketing plays a key role in identifying, acquiring and retaining customers that is critical to the success of a startup company. This course examines given significant resource constraints, how startup companies identify, attract and retain customers by understanding their expressed and latent needs, and how startup companies translate these needs into value offerings that customers want, communicate the benefits of the value offerings, and manage the delivery of value offerings to customers, and how ultimately startup companies capture value back.

2.4 Course Aims and Relationship to Other Courses

This course aims at developing an understanding of the distinctive nature of marketing for startups. The course is relevant to those who wish to understand how to identify startup opportunities, how to find marketing solutions for startup companies with resource constraints, and how to create profitable and sustainable customer value for startup companies. This course will help students develop the critical and analytical skills necessary to meet the marketing challenges of startup companies. The aim is to prepare students for future roles as marketing managers, sales managers or consultants for startup companies.

This course is not a substitute for Fundamentals of Marketing. Rather, this course is an application marketing course. Unlike the Fundamentals of Marketing that is designed to cover every basic topic in marketing, here we focus on a number of questions facing startup companies and explore them in depth. Although we will have some lectures for background, the bulk of class content will be case discussions.

2.5 Student Learning Outcomes

At the end of the course, upon participating fully in learning activities and successfully completing the assessment items, students should be able to:

1. understand key elements and unique characteristics of startup marketing
2. apply knowledge, tools, techniques and frameworks to evaluate and critically analyse real life startup marketing problems, making decisions with respect to various startup marketing situations
3. effectively communicate startup marketing solutions in oral and written contexts
4. develop appreciation for ethical practices and social responsibility of startup marketing
5. work individually and as an effective member of a team

For more information on the Undergraduate Coursework Program Learning Goals and Outcomes, please refer to Program Learning Goals and Outcomes in UNSW Business School course outline policies (<https://www.business.unsw.edu.au/degrees-courses/course-outlines/policies>).

The following table shows how your Course Learning Outcomes relate to the overall Program Learning Goals and Outcomes, and indicates where these are assessed (they may also be developed in tutorials and other activities):

Program Learning Goals and Outcomes		Course Learning Outcomes	Course Assessment Item
<i>This course helps you to achieve the following learning goals for all Business postgraduate students:</i>		<i>On successful completion of the course, you should be able to:</i>	<i>This learning outcome will be assessed in the following items:</i>
1	Knowledge	1. Identify and describe key theories, concepts, and frameworks in marketing. 2. Apply concepts, techniques, and frameworks to evaluate and analyse marketing problems and marketing decisions with respect to various situations.	<ul style="list-style-type: none"> ▪ Class Participation ▪ Group Case Analysis & Marketing Plan ▪ Individual Startup proposal
2	Critical thinking and problem solving	2. Apply concepts, techniques, and frameworks to evaluate and analyse marketing problems and marketing decisions with respect to various situations. 3. Use resources (e.g., marketing research) in an informed and skilful way as part of the process of developing a marketing plan.	<ul style="list-style-type: none"> ▪ Class Participation ▪ Group Case Analysis & Marketing Plan ▪ Individual Startup proposal
3a	Written communication	6. Effectively communicate marketing knowledge in written contexts.	<ul style="list-style-type: none"> ▪ Group Case Analysis & Marketing Plan ▪ Individual Startup proposal
3b	Oral communication	6. Effectively communicate marketing knowledge in oral contexts.	<ul style="list-style-type: none"> ▪ Class Participation ▪ Group Case Analysis & Marketing Plan
4	Teamwork	5. Work individually and as an effective member of a team.	<ul style="list-style-type: none"> ▪ Class Participation ▪ Group Case Analysis & Marketing Plan
5a	Ethical, environmental and sustainability responsibility	4. Develop an appreciation for ethical practices and social responsibility in application of marketing.	<ul style="list-style-type: none"> ▪ Class Participation
5b	Social and cultural awareness	Not specifically addressed.	<ul style="list-style-type: none"> ▪ Class Participation

3 LEARNING AND TEACHING ACTIVITIES

3.1 Approach to Learning and Teaching in the Course

Startup Marketing is designed to maximize learning about marketing solutions for startup companies with resource constraints. To do so the course will be delivered in a mode of lectures plus case discussions. To maximize the learning experience and enable active and effective learning, students are expected to read all specified materials beforehand and actively search for and access information regarding the topics discussed.

Lectures

The main lectures are structured to outline relevant theories, concepts, and frameworks. Lectures will be held weekly and will discuss different topics each week.

Case Discussions

Case discussions are also an important component of the course structured to develop the ability to apply the concepts and frameworks discussed in the lectures to concrete marketing problems. Case discussions will involve a combination of open discussions and small group activities. Case discussions are designed to encourage active learning and will be conducted in a comfortable yet challenging format.

4 ASSESSMENT

4.1 Formal Requirements

In order to pass this course:

- You must achieve a composite mark of at least 50;
- Attend a minimum of 80% of classes (for the full session), which is 10 out of 12 lectures.

4.2 Assessment Details

Assessment	Weight	Length	Due Date	See Details
Group Case analysis & marketing plan	30%	Report 10% (max. 2000 words) & Presentation 20% (15 mins + 5 min Q&A)	On presentation day, Week 12	4.3.1
Individual Startup Idea	10%	max. 1000 words	Due on 11pm Week 4 Sunday 20 August	4.3.2
Individual Startup Proposal	45%	max. 4500 words	Due on 11pm 27 October	4.3.2
Class Participation	12%	In-class discussion participation (6%) Presentation Critiques (6%)	All semester Week 12	4.3.3
Research Participation/ Article Review	3%	45-60 minutes	To be advised in due course, if offered	4.3.4
Total	100%			

4.3 Assessment Format

4.3.1 Group Case Analysis & Marketing Plan (30%)

Assignment goal:

Students will develop their critical thinking and problem solving skills in this group assignment. Also, the project will give you an opportunity to practice teamwork skills and develop written communication and oral presentation skills. The individual students' efforts need to be integrated by the group into a solid overview of the case company and situational analysis using marketing concepts. This project will require groups to explore alternative strategies to solve the problem identified. The group will then provide recommendations given their overall understanding of the company situation.

Group formation:

Every student will complete a background survey in Week 1 regarding their previous major, language, previous business and marketing experience, etc. Groups will be formed in Week 4 based on the information provided. Case groups aim to achieve diversity among group members. The size of group depends on the number of students selecting this course, and the maximum number of students in each group is 5.

Assignment details:

The company materials and more detailed requirements and rubrics will be available on Moodle course page in Week 5.

Written report submission (10%): Electronic version should be submitted through email to Veronica Jiang before presentation. Hardcopy should be submitted at the time of the group presentation (Week 12).

Oral Presentation submission (20%): Presentation slides electronic version should be submitted through email to Veronica Jiang before presentation. Presentation slides hardcopy should be submitted at the time of the group presentation (Week 12). **All** group members are to share the preparation and delivery of the presentation.

Manage group dynamics

It is important to note that management of group dynamics is your responsibility. You are expected to actively manage the conduct of meetings and record members' contributions and the decisions/actions agreed to at each meeting. Clearly documented procedures and agreed outcomes are a sound professional tool when working in groups. Each student within the group will receive the same mark unless there is a dispute about the individual contribution.

If you feel one or several of group members' are not equally/timely contributing, you should:

- 1) Clearly and early address such problems **within the group** (in a meeting, and keep a written record). The group coordinator has the responsibility to discuss the issues with group members as early as possible.

- 2) If (1) does not help, consult the lecturer with your group. Please keep evidence of unequal contributions as well as evidence of having tried to solve the issue, in case that your group members disagree.
- 3) Marking group members up/down with peer evaluation is the last option, getting group members to perform would be preferred.

Peer Evaluation

- Group members are required to submit a peer evaluation on the day of their presentation.

- Each student will evaluate the contributions of their group members (not themselves) after their group presentations, using the School of Marketing's WebPA Peer Assessment on the course Moodle site.
- WebPA is based on a detailed list of evaluation criteria to rate team work skills, an important program learning goal offered by the UNSW Business School. Group members bring different strengths to a project, and this should be reflected in your ratings, i.e. do not give each group member exactly the same score.
- Each student's contribution score will be the average of the points received from their group members.
- **Adjustments to individual marks will occur where an individual student's peer evaluation score falls below an acceptable level.**

- To assist in assessing the contribution of each student, brief **minutes** should be made of each group meeting noting who was assigned what task and if completed. Further, individual group members should keep a journal detailing all the activities undertaken in relation to their project. It is important that each member of the group records their activities and contribution to the project on a regular basis. If there are any complaints about the performance of a group member, the lecturer-in-charge can request that an individual submit their journal. Assessment of group members on participation may also be utilised.

4.3.3 Individual Startup Idea & Proposal (55%)

Each student is expected to write up a Startup Idea by Week 4 and a detailed proposal for starting a new company and its relevant marketing plan by Week 13. To accomplish this task, students must analyze market situations, decide on whether to launch a product, or enter a new market, and sketch out relevant marketing plans. The assignment will give you an opportunity to develop your critical thinking and problem solving skills, apply your marketing knowledge and develop written communication skills. The rubrics and more detailed requirements will be available on Moodle course page in Week 1.

Submission: **online via Moodle/Turnitin**

Startup Idea: Due on Week 4 Sunday 20 August before 11pm

Startup Proposal & Marketing Plan: Due on 27 October before 11pm.

Late penalty will apply for assignments submitted after this time.

4.3.4 Class Participation (12%)

In-class discussion participation (6%)

Good contribution to in-class discussions and activities and thoughtful critiques will earn high discussion participation marks. Attendance for more than 80% of the lectures, with little in-class discussion contribution and scant critique feedback will earn a low mark for discussion participation. Detailed marking criteria will be offered in Week 1 class.

Presentation Critiques (6%)

During group presentations, you will be asked to critique each presentation as an audience member (Week 12). Your comments will be part of the feedback given to your fellow students. The quality of your comments will be marked, which contributes 6% to the overall course mark. Critiques are to be handed in at the end of each presentation. Detailed formats and marking criteria will be offered in Week 5 via Moodle.

4.3.5 Research Participation/Article Review (3%)

You may have the opportunity to participate in marketing research conducted by the school. Participation in such projects will be treated as research participation and award you 3% of the overall course mark. ***The 3% is part of the course assessment, and not a bonus 3% on top of the 100%.*** Separate details will be provided once the allocations have been finalised.

Should you not wish to participate, you may complete an alternative assignment to this 3%. The alternative assignment is to write a summary & critique for an academic article (min. 500 words) related to the course content. Article review due date is 27 October (Week 13). Please let the lecturer know that you are not willing to participate no later than Week 9.

4.4 Late Submission

Late submission will incur a penalty of 10% of the percentage weight of the assessment component or part thereof per day (including weekends) after the due date, and will not be accepted after 5 working days. Consistent with business etiquette, group presentation must begin on time. If a group member is absent, the group will proceed without the group member. Absent student(s) will receive a zero for the presentation.

Quality Assurance

The Business School is actively monitoring student learning and quality of the student experience in all its programs. A random selection of completed assessment tasks may be used for quality assurance, such as to determine the extent to which program learning goals are being achieved. The information is required for accreditation purposes, and aggregated findings will be used to inform changes aimed at improving the quality of Business School programs. All material used for such processes will be treated as confidential.

5 COURSE RESOURCES

Textbook:

Launching New Ventures: An Entrepreneurial Approach, by Kathleen R. Allen, 7th edition, Cengage Learning.

Available: UNSW Bookshop; ask bookstore staff if you can't find it.

Required Readings

Key lecture slides, updates, and other course materials can be found on the Moodle course website. You should log in at least once a week to obtain updates.

Recommended Journal Readings

Journal of Marketing; Harvard Business Review

6 COURSE EVALUATION AND DEVELOPMENT

Each year feedback is sought from students and other stakeholders about the courses offered in the School and continual improvements are made based on this feedback. UNSW's MyExperience survey is one of the ways in which student evaluative feedback is gathered. In this course, we will seek your feedback through end of semester via MyExperience survey. We will make changes to the course according to students' feedbacks. As this is a new course offered the first time in 2017 S2, we list out feedbacks and corresponding changes from other courses.

1. Previous students of my other courses told us that:
 - 98% of them felt the course provided effective opportunities for active student learning, and the course was effective for developing their thinking skills (e.g. critical analysis, problem solving);
 - 96% of them felt that theory and practice were carefully inter-related in this course;
 - 90% of them felt part of a learning community and loved group works;
 - 85% of them felt the course was interesting and challenging;
 - They suggested that the course could be improved by more in-class work and less evaluation. Also, students generally feel stressful during final exam preparation and exam period.
2. We have responded to these feedback by:
 - Use Individual report to substitute quizzes and final exam in exam period.

7 COURSE SCHEDULE

This is a tentative schedule. Veronica Jiang will vary each week's content according to the progress of students' learning outcome.

COURSE SCHEDULE			
Week	Lecture Topic	Textbook Chapters	Others
Week 1 28 July	Understanding Entrepreneurship	Ch. 1	
Week 2 4 August	Preparing for the Entrepreneurial Journey	Ch. 2 & 3	Discuss assessments
Week 3 11 August	Analysing the Industry and Market	Ch. 4	
Week 4 18 August	Developing and Testing a Business Model	Ch. 5	Case groups formed; Individual Startup Idea due on Sunday 20 August 11pm
Week 5 25 August	Prototyping and Validating a Solution	Ch. 6	
Week 6 1 September	Protecting Startup Assets	Ch. 7	
Week 7 8 September	Calculating Startup Capital Requirements	Ch. 9	
Week 8 15 September	Preparing a Business Plan	Ch. 10	
Week 9 22 September	Planning Startup Operations	Ch. 12	
Mid-semester break: 23 September – 2 October			
Week 10 6 October	Developing a Startup Marketing Plan	Ch. 14	
Week 11 13 October	Funding Startup and Growth	Ch. 16	
Week 12 20 October	Planning for Growth and Change	Ch. 17	Group presentations
Week 13	NO LECTURES	Individual Startup Proposal due: Submit online by 27 October 11pm	