Entrepreneurial Marketing
Marketing 555—Fall 2022
Mondays 6-9:30 pm
Paccar Hall 293

Michael Megalli
646-239-6939
mmegalli@uw.edu

Introduction

This is a course about change. It's about how change happens and why—or when—it doesn't. And how change itself is changing in a world that appears to be changing faster than ever.

Entrepreneurship is the practice of making innovative change happen in the world. Change is both the context/input and the product/output/result of entrepreneurship. Entrepreneurs are agents of change, who are themselves highly aware of and attuned to shifts, disruptions, and transitions in culture and values; broader changes that create conditions in which new opportunities for innovation may be hidden in plain sight.

Innovation requires more than just new ideas or inventions—it requires customers. Marketing is the process of creating a customer—not just by selling a value proposition, but by having a deep enough understanding of the customer's needs and preferences that they can be met with high-value combinations of tangible and intangible products, services, technologies, and relationships. Customers cannot be compelled; they must be won over. Customers are not fully objective; they're people who are subject to the impulses of human nature.

We'll start with the fundamentals; going back to the thinkers who first observed the emergence of new forms of creative market potential beginning in the middle of the 20th century. We will use their perspectives to inform and guide our own—including the critical questions: What is entrepreneurship? What is marketing?

Our focus on these terms will not be limited to the world of business. We'll look at examples we can find of entrepreneurial marketing in politics, culture, and entertainment, as well as considering social innovations in education, healthcare, and governance.

In the second part of the course we will turn to questions of practice. This will include a necessarily accelerated discussion of customer insights, positioning, and a survey of martech tools and technologies available to entrepreneurs.

Learning objectives

Students will strengthen and expand their understanding of key ideas in entrepreneurial marketing. We'll explore the core strategies of entrepreneurial marketing as well as some areas of practice.

Each week we will hear from guest speakers—each with a different entrepreneurial and marketing background, all with years of experience putting these ideas into practice in

the real world. We have a great lineup that I'm still working to schedule and finalize—speakers will be announced in the coming weeks.

Weekly student journals will hone students' alertness to entrepreneurial marketing in the wild, in both business and non-business contexts. Cultivating the habit of alertness is an important trait of an entrepreneurial mindset.

In our mid-term projects you'll get to dive deeper by profiling an entrepreneurial company, product, or program and build your own case study. The process of 'reverse engineering' in this way will build students' understanding of how such a venture is structured and maintained.

In the final project, students will gain an understanding of new marketing technologies—from search to social, data to relationship management— and how they are fundamentally changing the practice of marketing.

Expectations
This is an advanced course of study. Each week we will cover a broad range of material—in addition to group or individual assignments. Expect the course to be challenging and fast-paced.

Classroom culture and the use of technology
We all occasionally need to use a phone or look something up while in a class. In fact, it's often useful to look something up that can inform your perspective about a topic we're discussing.

However, there's a difference between that and habitually using technology in ways that are a distraction to you, me and the rest of the class. When we meet in the first class, we'll spend 10 minutes establish ground rules together and then stick to them.

Academic Conduct
Students are expected to adhere to the University of Washington's standard of conduct. According to Section 5.B.1 of The Student Conduct Code, students' responsibilities include:

- Practicing high standards of academic and professional honesty and integrity:
- Refraining from any conduct that would violate the rights, privileges, and property of others;
- Refraining from any conduct that would substantially disrupt or materially interfere with University operations;

Entrepreneurial Marketing
Marketing 555—Fall 2022
Mondays 6-9:30 pm
Paccar Hall 293

Michael Megalli
646-239-6939
mmegalli@uw.edu

- Refraining from any conduct that could reasonably cause harm to or endanger the health, safety, or welfare of other persons; and
- Complying with the rules, regulations, procedures, policies, standards of conduct, and orders of the University and its schools, colleges, departments, units, and programs.

Office hours

I will be keeping weekly office hours on Monday afternoons from 2-3 PST via Zoom. On arriving to the meeting, you'll be put into the waiting room if I'm already speaking with someone else, after which I'll admit you in the order in which you arrive. If no one shows up within the first 15 minutes, I'll assume no one wants to meet. If this time doesn't work for you, send me an email and we can find another time to connect.

Zoom Meeting
https://washington.zoom.us/j/98456922268
Meeting ID: 984 5692 2268

Disability Resources

This course is inclusive and accessible to all students. If you have established accommodations with Disability Resources for Students (DRS), please communicate your approved accommodations to the Instructor at your earliest convenience to review your needs in this course. If you have not yet established services through DRS, but have a temporary health condition or permanent disability that requires accommodations (conditions include but not limited to mental health, attention-related, learning, vision, hearing, physical or health impacts), you are free to contact DRS at 206-543-8924 or uwdrs@uw.edu or disability.uw.edu. DRS offers resources and coordinates reasonable accommodations for students with disabilities and/or temporary health conditions. Reasonable accommodations are established through an interactive process between you, your instructor, and DRS. The University of Washington's policy and practice is to create inclusive and accessible learning environments consistent with federal and state law.

Course structure

The course will be divided into two halves. You'll complete a midterm project which will be due November 7th and we will have final project presentations November 28th and December 5th.

October 3rd – October 24th **Theory**	**October 31st—November 21st** **Practice**
During the first four weeks, we'll focus on the concepts underlying marketing and new value creation efforts. We'll read the foundational works about marketing and entrepreneurship and apply them to observation and analysis of entrepreneurship you see in the market.	In the second half of the course, our focus will switch to the more tactical aspects of entrepreneurial marketing. How does the practice of marketing work? What activities does it entail and what tools does it use? How does it change as it moves from addressing new value creation to growth stages of the business?
November 28th and December 5th **Final projects** The last two weeks will be reserved for group project presentations. Depending on the size of class enrollment and the number of groups, we may also be able to accommodate some guest speakers during these final two weeks.	

Class structure

While it might change a little some weeks, most of the time class will fall into three periods. We will take one short break after the first hour.

       6:00-7:20 | Lecture
                      Reading discussion
                      Group exercises/breakout discussions
       7:20-7:30 | Break
       7:30-8:45 | Guest speaker
       8:50-9:30 | Discussion and wrap up

Each week, we will be joined by an entrepreneur or marketing practitioner who will speak to the class from approximately 7:30-8:45 pm. In addition to providing real world perspectives, this will help to pace and structure our time together in class.

Assignment schedule

Readings	October 3th – November 14th
Alertness Journals	October 10th – October 31st
Mid-term project, 250-word precis	October 24th
Mid-term project due	November 7th

Entrepreneurial Marketing
Marketing 555—Fall 2022
Mondays 6-9:30 pm
Paccar Hall 293

Michael Megalli
646-239-6939
mmegalli@uw.edu

Final project written presentations	November 28th
Final project presentations	November 28th and December 5th

A note on readings

All of the readings for the class will be available in a Course Pack from the University Bookstore. Please try and buy this pack before the first class. In case you're not able to get it in time, I've included a copy of the first week's readings on Canvas.

We'll be reading a series of foundational texts about both entrepreneurship and marketing. Sometimes the examples used in these articles and books will seem dated. Your challenge will be to see beyond those examples and focus on the wisdom and insights they provide. Throughout the course, we will work on finding contemporary examples that reflect these timeless principles—if you truly understand them, you'll be able to continue applying them long after the course is over.

Alertness Journals

For the first five weeks of the class, you'll document examples that you observe in the world that you feel exemplify the ideas we are discussing. Stay alert and you'll start seeing examples everywhere you look.

I'm open to any technology or format that you choose for your journal, as long as it can include both photos and text, and you can share it with me. Some options include OneNote, Evernote, Word/Sheets/Pages, PowerPoint/Slides/Keynote, HTML, etc. If there's something not on this list, let me know.

Your notebook will also be where you get ideas for your final projects. During class we'll break into discussion groups where you'll be asked to share examples and observations from your journals during the discussions each week, so it's important that these entries are done when we meet for class.

Please note!
Your journal doesn't have to involve a lot of writing. Pictures, screen shots, recordings of any kinds are all acceptable and maybe even preferable to long writing. Some simple notes should be enough to convey what you found interesting about the thing you're documenting. Why did it get your attention? How did it get your attention? What is it promising? What is it asking of you?

Grading

Your final grades will be calculated based on the total of four inputs: the weekly journals, class participation, the mid-term project, and the final project. I've included detailed grading rubrics in this document and on Canvas.

Entrepreneurial Marketing
Marketing 555—Fall 2022
Mondays 6-9:30 pm
Paccar Hall 293

Michael Megalli
646-239-6939
mmegalli@uw.edu

Alertness Journals – 25%
A big part of the journal grading is that you did it and put some thought into it. Each of the 5 journal entries is worth 5 points based on submitting on time, bringing in interesting examples, and referencing relevant ideas from the week's reading. Mostly I want to see that you're thinking about this stuff and looking for it in everyday life.

Class participation – 15%
This is a grade for in-class participation, preparedness, and good citizenship. I know that some people don't feel comfortable speaking in front of large groups of people, and I know that doing so in front of a large group of your peers can be intimidating. However, this is a substantial part of your grade, so I encourage you to make the effort. If this is a real problem for you, please swing by office hours or find time to meet with me, and we will figure out some accommodation.

Mid-term project – 30%
This is an individual project to do an analysis of an entrepreneurial venture's marketing and to incorporate themes from our readings, discussions, and speakers. This is a great opportunity to apply what we're learning by observing it in the real world.

Final project – 30%
This is a small group project that will have both a written report and a class presentation. We'll be designing digital "marketing stacks" so it's a good opportunity to be both creative and strategic with your team. It's also a very practical assignment in that the programs we will be designing are based on the real-world technology understanding any contemporary marketing program.

Schedule and syllabus

Week 1—October 3rd

What is entrepreneurship?
Economists have struggled to define "entrepreneurship" for more than two hundred years. Because we don't' have the luxury of time, we'll start with Peter Drucker. With the publication of his classic, **Innovation and Entrepreneurship** in 1984, Drucker sought out to present entrepreneurship as a systematic and purposeful practice. We'll use Drucker as the foundation for establishing a frame of reference to which we can refere back throughout the course.

Reading
Entrepreneurship and Innovation, Peter Drucker (pp21-44)
"Systematic Entrepreneurship"
"Purposeful Innovation and the Seven Sources"

Survey
Because of the short week, you won't have a journal entry. Instead, please answer a short survey that will give me a better idea of who's in the class, what your backgrounds are, and what you are most interested in learning. Your answers will have a direct impact on how we approach things, so please make your voice heard! Also this is worth 5 points—the easiest 5 points on offer all semester, so act now!

Please fill out this short survey to give me a better sense of who you are and what you're hoping to get out of the course:
https://form.typeform.com/to/U5xKOiTB

Week 2—October 10th

What is marketing, really?
Say "marketing" to most people and they instinctively think of advertising and communications of one kind or another. This is natural—we all live in a world where we're bombarded by messaging all day, every day for most of our lives. But marketing is about more than just communications and sales. At its core, marketing is the central function of any business—and particularly an entrepreneurial business.

To establish a clear framework for understanding the function of marketing, we'll turn this week to Theodore Levitt. Writing more than 50 years ago, Levitt left a rich legacy of powerful marketing ideas. And while we live with marketing as a constant feature of

Entrepreneurial Marketing
Marketing 555—Fall 2022
Mondays 6-9:30 pm
Paccar Hall 293

Michael Megalli
646-239-6939
mmegalli@uw.edu

our lives, these core concepts are as relevant today as they were when they were first published.

Reading
The Marketing Imagination, Theodore Levitt (Differentiation—of Anything" pp72-93, "Marketing Intangible Products and Product Intangibles" pp 94-110, "The Marketing Imagination pp 127-140)

OPTIONAL:
"Marketing Myopia", Theodore Levitt (https://store.hbr.org/product/marketing-myopia-hbr-bestseller/R0407L)

Journal prompt
Pay special attention to examples of "entrepreneurial marketing" you're exposed to this week. Describe an interesting entrepreneurial venture that you've observed in the world. This can be a small business, a startup, a larger enterprise, a political movement, a cultural initiative or almost any other example of entrepreneurship in practice. Please avoid things that are too obvious—let's keep it interesting!

Can you find marketing that moves beyond selling? How does it demonstrate the ability to "differentiate anything"? Does the effort tangibilize the intangible or visa versa? How does it demonstrate Levitt's notion of the "whole product"? How does what you've observed relate to Drucker's conceptions of innovation and entrepreneurship?

Speaker
Jay Jamison, President Product and Technology, LogicGate

Week 3—October 17th
How ideas spread and businesses grow
Like other entities, businesses grow in stages. Diffusion theory is the study of this growth, and it was made famous by Geoffrey Moore, whose book _Crossing the Chasm_ helped tech companies to understand how to navigate each of these stages of growth, including the dreaded "chasm" between early adoption and the early majority. Understanding these phases of adoption is key for understanding how entrepreneurial ventures either grow or remain niche players.

Reading
Crossing the Chasm, Geoffrey A Moore

"High-Tech Marketing Illusion" pp 11-28

Entrepreneurial Marketing
Marketing 555—Fall 2022
Mondays 6-9:30 pm
Paccar Hall 293

Michael Megalli
646-239-6939
mmegalli@uw.edu

Case studies pp 89-103

"Creating the Competition" pp 164-171

Journal prompt
What examples do you see in the world of new ideas spreading through the various stages of adoption laid out by Moore. Think about your own adoption of technology and innovation—do you tend to pick up new things early or wait until they are proven out by the market, first? Do you have hobbies, passions, or interest areas where you're more likely to adopt things early? What factors influence your decision-making when evaluating the purchase of a new product or service? *Please remember to reference specific ideas from this week's reading.*

Speaker
Surbhi Sarna, Group Partner Bio and Healthcare, Y Combinator

Week 4—October 24th
Types of innovation, stages of innovation
We've talked about how entrepreneurs innovate to create new kinds of value for new kinds of customers, but this innovation can take many forms—from game-changing to experience-enhancing. Clayton Christiansen was a leading thinker about disruptive innovation and how this kind of innovation fundamentally differed from other types of innovation in its form and impact. This week we'll focus on different type of innovation to get a better understanding of how they determine the strategic approaches of different entrepreneurial ventures.

Reading
["What is Disruptive Innovation?",](#) Clayton Christensen

Entrepreneurship and Innovation, Peter Drucker ("Principles of Innovation" pp133-140)

Mid-term assignment (Preparation—selecting a company)
In preparation for your mid-term assignments (which are due November 7th), please submit a 100-200-word precis on what company, product or service you will profile for your mid-term project. Please include a link to the company's site or social media presence, some detail on why you've chosen that company, and what aspects of their entrepreneurial marketing you will focus on. Be sure to select a company with a rich enough marketing platform to make for an interesting case—it will be difficult to do this assignment well with a company without a solid marketing platform.

Entrepreneurial Marketing
Marketing 555—Fall 2022
Mondays 6-9:30 pm
Paccar Hall 293

Michael Megalli
646-239-6939
mmegalli@uw.edu

This mid-term is 30% of your grade (as much as the final project) so you'll want to really spend some time thinking about what company to pick. Here are some questions I'd be asking myself:

- Is this an entrepreneurial venture whose marketing reflects the themes we've been reading about and discussing through the first half of the course?
- Is this company the right size for me to be able to do a thorough analysis? (e.g. not too big, not too small)
- Are they doing something that's interesting, creative, inventive, or distinctive?
- Is this choice boring or obvious? (you don't want to pick someone about which everything that can be said has already been said e.g. Apple)

While the assignment for next week says that your precis should be 200 words this is an absolute maximum. You can give 3 clear bullet points and a link to their URL and that will be fine.

Journal prompt

Keep on the lookout for different types of innovation this week—share 1 or 2 examples each that are disruptive, radical, and sustaining. Why do you think each is a good example of that type of innovation? How are the innovations you found talked about in their marketing or in online discussions? As always please try and find examples that are a bit unexpected—everyone knows Apple is an innovator—look for examples outside of the norm. *And as always remember to ground your write up with specific ideas from this week's reading.*

Speaker

Amy Fuller, Former Chief Marketing Officer Accenture

Week 5—October 31st

Positioning and differentiation

Human beings make meaning and order out of the world as a means of survival. The marketer's primary challenge is to get ahead of the ways that this interpretation happens to claim a space or "position" within the mind of the customer or prospective customer. This space is always claimed relative to the spaces that are already owned by competitors or alternatives sources of value. The key is understanding how communications, experiences and designs can be used to set an offering apart—effectively differentiating it from these alternatives.

Reading

Positioning, the Battle for your Mind, Al Ries and Jack Trout (pp1-69 and 201-210)
    Chapter 1 (What Positioning is All about) to Chapter 8 (Repositioning the
    Competition)
    Chapter 25 (Playing the Positioning Game)

Crossing the Chasm, Geoffrey A Moore ("Positioning" pp 177-190)

Journal prompt (final week of journals)
Pay attention to how do companies position themselves against competitors and
other alternatives. What tools to they use to set themselves apart? Is this
differentiation effective and if so why? What could make it more effective? What
assumptions are being made about the customer or prospective customer's
mindset?

Speakers
Trey Lamont, Owner and Head Chef, The Jerk Shack

Week 6—November 7th
Customer insights*
Businesses have access to more data than ever about customers, and yet it feels harder
than ever to really know what it is that customers are looking for and how these
needs/wants can be met by new products and services. Part of the challenge is that
we're trained to think in terms of value propositions which are inevitably focused on
what companies make as opposed to the diverse things that customers really need and
want. To be effective for driving both innovation and marketing, we need insights that
take a more expansive view of the people we're trying to reach.

Reading
Why Qualitative Market Research Belongs in Your Startup Toolkit, Jesse Caesar

"Know your Customers' 'Jobs to be Done'" Clayton Christensen

Mid-term assignment due
Your mid-term assignment is to conduct an analysis of an entrepreneurial venture
of your choice. You'll conduct a 360-degree analysis of the company's marketing
efforts and how these relate to the core value that they are creating for their
customers. Marketing is a visual practice, and your tear-down should be as well—
plan to include any relevant screenshots, videos, or other content to bring your
analysis to life.

Entrepreneurial Marketing
Marketing 555—Fall 2022
Mondays 6-9:30 pm
Paccar Hall 293

Michael Megalli
646-239-6939
mmegalli@uw.edu

You should be sure to demonstrate an understanding of the concepts covered through Week 5 of the course (see the grading rubric for more detail on how this will be evaluated).

*Final project preparation
*We will have a shorter lecture this week dealing with next week's topic—marketing technology. This will be the subject of your readings for next week as well as your final projects.

In preparation for your final projects, we'll spend 10 minutes at the end of class today getting you organized into teams of 3-4 students per team.

Speakers
Tim Porter, Managing Director Madrona Venture Group

Franklin Tipton and Libby Brokoff, Odysseus Arms

Week 7—November 14th
Marketing technology—experimentation, learning, and agility
In a digital world, with an ever-expanding set of powerful marketing tools, the role of marketing has taken on many of the characteristics of software development. This has made the marketer's job more technical than ever before and has also opened up opportunities to experiment and validate before committing valuable time and resources to actually building new marketing programs. To better understand this challenge and opportunity, we'll read relevant parts of Eric Ries' classic, *The Lean Startup* as well as Scott Brinker's underground classic, *Hacking Marketing*, to understand the marketing in a digital age.

Reading
The Lean Startup, Eric Ries ("Learn" pp 37-55, "Grow" pp206-223)

Hacking Marketing, Scott Brinker (pp 9-46, pp 207-219)

Review: Chiefmartec.com's 2020 MarTec 5000

Speakers
Agnish Chakravarti, Partner at Known

Jesse Caesar, Owner at Jesse Caesar Consulting

Week 8—November 21st
Brand mechanics / Why brands work

Entrepreneurial Marketing
Marketing 555—Fall 2022
Mondays 6-9:30 pm
Paccar Hall 293

Michael Megalli
646-239-6939
mmegalli@uw.edu

Brands are a force-multiplier. This week, we talk about how brands work, how they're built and how they build momentum for entrepreneurial organizations.

There are no readings this week, as you'll be busy working on your final projects, but bring 3 examples of brands that resonate for you to class. Please don't bring in the obvious—no Apple, Nike, Starbucks, etc.

Speaker
Rachel Marshall, Founder and Owner Rachel's Ginger Beer

Week 9—November 28th
Final project presentations
We'll take the day to do the first round of presentations of final projects. Depending on how many teams we end up having, we'll figure out a maximum amount of time for final presentations.

Final assignment
Your final project is to architect a simple marketing solution using products from at least different 3 columns/nodes of the Chiefmartec.com's 2019 MarTec 5000 (Advertising & Promotion, Content & Experience, Social & Relationships, Commerce & Sales, Data, and Management).

The first part of your solution will be to define your target customer using Facebook's Audience Insights tool.

From there you will design a marketing "stack" that will bring that prospective audience through a marketing pipeline (from Awareness, to Interest, Desire, and Action).

Speaker
Gabe Jones, Co-founder and CEO Proprio

Week 10—December 5th
Final project presentations
The final round of presentations of final projects. Depending on how many teams we end up having, we'll figure out a maximum amount of time for final presentations.

Speaker
TBD

Entrepreneurial Marketing
Marketing 555—Fall 2022
Mondays 6-9:30 pm
Paccar Hall 293

Michael Megalli
646-239-6939
mmegalli@uw.edu

Grading Rubrics

Alertness Journals – 25%

A big part of the journal grading is that you did it and put some thought into it. Each of the 5 journal entries is worth 5 points based on submitting on time, bringing in interesting examples, and referencing relevant ideas from the week's reading. Mostly I want to see that you're thinking about this stuff and looking for it in everyday life.

Journal entry is completed on time	**1.0 pts** **Full marks** Journals are submitted at 6pm on the day of class	**0.0 pts** **No points** Journals are not submitted at 6pm on the day of class
Journal entry reflects an alert and creative attention to the market	**2.0 pts** **Full marks** Interesting, original, and creative ideas, backed up with insights about what makes the ideas strong.	**0.0 pts** **No points** Ideas are not interesting, original, or creative, and/or are not backed up with insights about what makes the ideas strong.
Journal entry reflect a clear understanding of readings and themes	**2.0 pts** **Full marks** Journal entry and observations are supported with specific and relevant ideas from this week's reading.	**0.0 pts** **No points** Journal entry and observations are not supported with specific and relevant ideas from this week's reading.

Class participation – 15%

This is a grade for in-class participation, preparedness, and good citizenship. I know that some people don't feel comfortable speaking in front of large groups of people, and I know that doing so in front of a large virtual group can be intimidated. However, this is a substantial part of your grade, so I encourage you to make the effort. If this is a real problem for you, please swing by office hours or find time to meet with me, and we will figure out some accommodation.

Quality of in class contribution	**12.0 pts** **Excellent** Contributions in class reflect exceptional preparation. Ideas offered are always substantive and provide one or more major	**9.0 pts** **Good** Contributions in class reflect thorough preparation. Ideas offered are usually substantive; provide good insights and	**6.0 pts** **Satisfactory** Contributions in class reflect adequate preparation. Ideas offered are sometimes substantive, provide generally	**2.0 pts** **Needs Improvement** Contributions in class reflect inadequate preparation. Ideas offered are seldom substantive,

Entrepreneurial Marketing
Marketing 555—Fall 2022
Mondays 6-9:30 pm
Paccar Hall 293

Michael Megalli
646-239-6939
mmegalli@uw.edu

	insights as well as providing a fruitful direction for the class. If this person were not a member of the class, the quality of the discussions would be diminished significantly.	sometimes a fruitful direction for class discussion. If this person were not a member of the class, the quality of discussions would be diminished considerably.	useful insights, but seldom offer a major new direction for the discussion.	provide few useful insights, and rarely offer a constructive direction for the class. Class contributions are few and far between. Multiple instances when not prepared during classroom discussions, activities, team project work, and/or random calling.
Good citizenship	**3.0 pts** **Excellent** Treats students, instructor, and guest speakers with dignity and respect. Active listener. Appropriate use of technology during class time. Arrives to class on time.	**2.0 pts** **Good** Overall good citizenship, but one instance when not showing respectful behavior or staying on task.	**1.0 pts** **Satisfactory** Two instances when not showing respectful behavior or staying on task.	**0.0 pts** **Needs Improvement** Three or more instances when not showing respectful behavior or staying on task.

Mid-term project – 30%
This is an individual project to do an analysis of an entrepreneurial venture's marketing and to incorporate themes from our readings, discussions, and speakers. This is a great opportunity to apply what we're learning by observing it in the real world.

Quality of insight and analysis	**15.0 pts** **Excellent** A thorough 360-degree analysis of the company's marketing program with a detailed explanation of how the program works across the customer experience. Clear insights into the strategy driving the tactical execution. Very persuasive	**12.0 pts** **Good** A thorough 360-degree analysis of the company's marketing program with a good explanation of how the program works across the customer experience. Some insight into the strategy driving	**9.0 pts** **Satisfactory** An analysis of the company's marketing program how the program works across parts of the customer experience. Limited insight into strategy driving tactical execution. Somewhat	**6.0 pts** **Needs Improvement** A basic description of the company's marketing program. Limited insight into strategy driving tactical execution. Unpersuasive POV on what is effective/ineffective about the approach.

Entrepreneurial Marketing
Marketing 555—Fall 2022
Mondays 6-9:30 pm
Paccar Hall 293

Michael Megalli
646-239-6939
mmegalli@uw.edu

	POV on what is effective/ineffective about the approach.	the tactical execution. Persuasive POV on what is effective/ ineffective about the approach.	persuasive POV on what is effective/ ineffective about the approach.	
Reference to course subject matter and readings	**10.0 pts** **Excellent** Presentation demonstrates a solid and insightful mastery of the ideas and concepts covered through Week 5 of the course. You effectively reference specific readings and in-class discussions in supporting your analysis.	**8.0 pts** **Good** Presentation demonstrates an understanding of ideas and concepts covered through Week 5 of the course. You reference some readings and in-class discussions in supporting your analysis.	**6.0 pts** **Satisfactory** Presentation demonstrates familiarity with some ideas and concepts covered through Week 5 of the course. Limited reference to readings and in-class discussions in supporting your analysis.	**4.0 pts** **Needs Improvement** Presentation makes superficial use of ideas and concepts covered in the course and limited reference to readings and in-class discussions in supporting your analysis.
Quality of written presentation	**5.0 pts** **Excellent** Comprehensively documented visual "tour" of the marketing program's component parts across all relevant media and channels. Presentation is clear, creative, and engaging in how it documents the program.	**4.0 pts** **Good** Well-documented visual "tour" of the marketing program's component parts across most relevant media and channels. Presentation is clear in how it documents the program.	**3.0 pts** **Satisfactory** Partial "tour" of the marketing program's component parts including some relevant media and channels. Presentation is relatively clear.	**1.0 pts** **Needs Improvement** Incomplete or unclear "tour" of the marketing program's component parts including some media and channels.

Final project – 30%
This is a small group project that will have both a written report and a class presentation. We'll be designing digital "marketing stacks" so it's a good opportunity to be both creative and strategic with your team. It's also a very practical assignment in that the programs we will be designing are based on the real-world technology understanding any contemporary marketing program.

Entrepreneurial Marketing
Marketing 555—Fall 2022
Mondays 6-9:30 pm
Paccar Hall 293

Michael Megalli
646-239-6939
mmegalli@uw.edu

Effectiveness and completeness	**9.0 pts** **Excellent** Presentation makes a solid case for why you have chosen the solutions and arrayed them as you have to reach your audience and bring them across the purchase funnel. You include an "engine of growth" and demonstrate that your solution is designed to support the strategy.	**7.0 pts** **Good** Presentation makes a case for why you have chosen the solutions and arrayed them as you have to reach your audience. You include an "engine of growth" but there are some open questions how you will make it work.	**5.0 pts** **Needs improvement** Presentation includes content about some solutions and an audience, but it doesn't demonstrate a coherent strategy.
Creativity	**9.0 pts** **Excellent** You find creative marketing angles and ideas that create a compelling experience for your customer and support your brand and value proposition.	**7.0 pts** **Good** You have some ideas that are creative, but they don't directly support your brand and value proposition.	**5.0 pts** **Needs improvement** You have some ideas but they don't directly support your brand and value proposition.
Audience definition using Facebook and/or Google	**6.0 pts** **Excellent** Persona paints a clear picture of your target audience—it's obvious that you know exactly who these people are, what makes them tick, how you can reach them. And you show a good command of how the Facebook and/or Google audience tools work and what kind of targeting they make possible.	**4.0 pts** **Good** Persona paints a picture of your target audience—you have some understanding of who they are and how to reach them. And you show a some understanding of how the Facebook and/or Google audience tools work and what kind of targeting they make possible.	**2.0 pts** **Needs improvement** Persona paints a limited picture of an audience and not much in how to reach them. Superficial understanding of how Facebook and/or Google's audience tools work.
Written and oral presentations	**6.0 pts** **Excellent** Comprehensively documented and visual presentation that is clear, creative, and engaging in how it describes the program you have designed. Your oral presentation is well-planned and structured to make use of the 15-	**4.0 pts** **Good** Well-documented presentation that lays out your program. Your oral presentation is well-structured but not well-organized or executed and you run into time constraints.	**2.0 pts** **Needs improvement** Partial or incomplete presentation of your program. Your oral presentation feels rough and/or disorganized.

Entrepreneurial Marketing
Marketing 555—Fall 2022
Mondays 6-9:30 pm
Paccar Hall 293

Michael Megalli
646-239-6939
mmegalli@uw.edu

	minute block, including at least 5 minutes of Q&A.		