**Econ 591 ’17 – Entrepreneurial Market Research**

**Syllabus & Course Requirements**

**Instructor:** Prof.Chris Allison ‘83

Co-Director, Center For Business & Economics (CBE)

**Class Times:** Tuesdays and Thursdays, 12:30 p.m. to 1:30 p.m.

**Location:** Quigley 219

**Office Hours:** By Appointment Via Email. Available Times Below.

Tuesdays and Thursdays, 10:15 – 10:45 a.m.

Tuesdays and Thursdays, 1:00 – 1:30 p.m.

**Contact Info:** 412-389-8888 (cell); Quigley 210 (office)

[callison@allegheny.edu](mailto:callison@allegheny.edu) or christian.l.allison@gmail.com

Before 5:00 P.M.

**Course Overview and Learning Objective**

**Econ 529 – Entrepreneurial Market Research** teaches past participants in the Zingale Big Idea Competition market research techniques as a means of improving business plans. During the course, the class will discuss ways to research market size, market segmentation, competitive analysis and market development techniques. Students in the class will spend the week conduct research then meet weekly with the professor and fellow class participants to discuss progress and findings as well as ways to implement market techniques designed to address research findings.

Econ 529 can be taken for 1, 2 or 4 credits. The number of credits earned will be based the following criteria:

**Time Commitment**

* 5 hours per week for 8 weeks – **1 Credit**
* 7 hours per week for 8 weeks – **2 Credits**
* 10 hours per week for 8 weeks – **4 Credits**

**Deliverables**

* Market Research Report (Approximately 10 pages), Revised Big Idea Competition Pitch and Attend All CBE Fall Events– **1 Credit**
* Market Research Report & Responsive Marketing Plan (Approximately 15 pages), Revised Big Idea Competition Pitch and Attend All CBE Fall Events – **2 Credits**
* Full Business Plan (Approximately 25 pages), Revised Big Idea Competition Pitch and CBE Fall Events – 25 pages – **4 Credits**

All deliverables must be completed by **Monday, December 11**.

**CBE Fall Event Schedule**

September 12 - "Internships & The Roadmap", Prof. Chris Allison

September 19 - "Interview Etiquette", Career Education

September 22 - "Reaching for the Future: Competing in the 21th Century" featuring former Pittsburgh Mayor, Tom Murphy

September 26 - Brian Greenburg '81, CFO Rapid Displays

September 28 - Robin Bunch '07, Director at PNC of Debt and Capital Markets

October 12 - Henry Tippie Visit to Quigley with Chris Allison

October 19 - Athena Project

October 24 - Gator Day

October 30-31 - Executive in Residence