Tasmanian School of Business & Economics (TSBE) (School)

College of Business and Economics (College)

BAA538
ENTREPRENEURIAL MARKETING

12.50 Credit points

Semester 1, 2019

Unit Outline

Rajesh Rajaguru
CONTACT DETAILS

Unit coordinator

Unit coordinator: Dr Rajesh Rajaguru
Campus: Sandy Bay Campus
Email: Rajesh.Rajaguru@utas.edu.au
Phone: 03 6226 1569
Room location and number: #412 Centenary Building
Consultation hours: By Appointment
CONTENTS

WHAT IS THE UNIT ABOUT? 2

UNIT DESCRIPTION 2

INTENDED LEARNING OUTCOMES 2

GRADUATE QUALITY STATEMENT 3

ALTERATIONS TO THE UNIT AS A RESULT OF STUDENT FEEDBACK 3

PRIOR KNOWLEDGE &/OR SKILLS 3

HOW WILL I BE ASSESSED? 4

ASSESSMENT SCHEDULE 4

ASSESSMENT DETAILS 4

HOW YOUR FINAL RESULT IS DETERMINED 7

SUBMISSION OF ASSIGNMENTS 8

ACADEMIC REFERENCING 9

ACADEMIC MISCONDUCT 10

WHAT LEARNING OPPORTUNITIES ARE THERE? 11

MyLO 11

RESOURCES 11

ACTIVITIES 12

COMMUNICATION 14

CONCERNS AND COMPLAINTS 14

FURTHER INFORMATION AND ASSISTANCE 14

UNIT SCHEDULE 15

ACCREDITATION 19

AACS B ACCREDITATION 19
WHAT IS THE UNIT ABOUT?

Unit description

Start-ups are identified as the sources of technological innovations and major contributors to any economic system. At the same time these entrepreneurial firms experience high failure rates worldwide. To a large extent the high failure rates are explained by a lack of marketing understanding. In the past decade, an advanced view has emerged highlighting marketing as a complementary discipline to entrepreneurship to help strengthening the capabilities of the start-ups. Compared to on-going large businesses, start-ups may encounter different issues in marketing, take different approaches to establish relationships with industrial customers, and apply different marketing strategies at the start-up stage. This unit explores the concepts and principles underpinning entrepreneurial marketing. This unit will develop students' knowledge of entrepreneurial marketing in business to business and business to consumer sectors. It will develop students' knowledge and skills to understand, analyse and apply theory and principles of entrepreneurial marketing to build relationships and effectively target customers with novel products and services.

Intended Learning Outcomes

On completion of this unit, you will be able to:

1. explain the theories underpinning entrepreneurial marketing and apply them to practice.
2. analyse and solve entrepreneurial marketing problems.
3. develop, communicate and justify a marketing plan for a start-up or an entrepreneurial firm.
Graduate Quality Statement

Successful completion of this unit supports your development of course learning outcomes, which describe what a graduate of a course knows, understands and is able to do. Course learning outcomes are available from the Course Coordinator. Course learning outcomes are developed with reference to national discipline standards, Australian Qualifications Framework (AQF), any professional accreditation requirements and the University of Tasmania’s Graduate Statement.

The University of Tasmania experience unlocks the potential of individuals. Our graduates are equipped and inspired to shape and respond to the opportunities and challenges of the future as accomplished communicators, highly regarded professionals and culturally competent citizens in local, national, and global society. University of Tasmania graduates acquire subject and multidisciplinary knowledge and skills, and develop critical and creative literacies and numeracies and skills of inquiry. They demonstrate the ability to apply this knowledge in changing circumstances. Our graduates recognise and critically evaluate issues of social responsibility, ethical conduct and sustainability, are entrepreneurial and creative, and are mindful of their own wellbeing and that of the community. Through respect for diversity and by working in collaborative ways, our graduates reflect the values of the University of Tasmania.

Alterations to the unit as a result of student feedback

A variety of workshop activities such as case analysis and group discussion are included in this unit.

Prior knowledge &/or skills

Nil.
HOW WILL I BE ASSESSED?

Assessment schedule

<table>
<thead>
<tr>
<th>Assessment task</th>
<th>Date due</th>
<th>Percent weighting</th>
<th>Links to Intended Learning Outcomes</th>
</tr>
</thead>
<tbody>
<tr>
<td>Workshop</td>
<td>Activity 1: Weeks 2-12</td>
<td>25</td>
<td>LO1, LO2, LO3</td>
</tr>
<tr>
<td></td>
<td>Activity 2: Week 12</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Presentation (individual or group)</td>
<td>Activity 1: Weeks 3-12</td>
<td>35</td>
<td>LO1, LO2, LO3</td>
</tr>
<tr>
<td></td>
<td>Activity 2: Week 7</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Report</td>
<td>Week 13</td>
<td>40</td>
<td>LO1, LO2, LO3</td>
</tr>
</tbody>
</table>

Assessment details

Assessment Task 1: Workshop

The workshop activities represent an opportunity for students to relate the knowledge and skills developed in the unit to address specific discussion questions, exercises and cases. The workshop activities will focus on the activities taking place within the seminars and readings and directly apply these activities to the assigned tasks. Students are expected to contribute to workshop activities by providing input and asking pertinent questions.

Activity 1: in-class activities (10%): This is an individual/group assessment. Students are expected to actively participate in weekly activities and complete the tasks in workshops and/or online. The weekly tasks may consist of discussion questions and/or scenarios and/or case study analysis and/or reflective practices related to the seminar and workshop materials covered in the unit. Details of the assessment will be provided on MyLO and will be discussed during the workshops.

Activity 2: Real-life marketing problem analysis (15%)- This is an individual assessment. Students are expected to visit an emerging entrepreneurial firm and identify three major marketing problems faced by the firm. A report addressing solution to the identified marketing problems needs to be prepared and submitted. Students are required to analyse the marketing problems and draw appropriate solutions. The report will assess students’ ability to apply their knowledge of theory to the specified entrepreneurial marketing problems.
<table>
<thead>
<tr>
<th>Criterion</th>
<th>Intended Learning Outcome</th>
</tr>
</thead>
<tbody>
<tr>
<td>Criterion 1</td>
<td>Explain marketing terminology, concepts, and theories as they apply to start-up businesses.</td>
</tr>
<tr>
<td>Criterion 2</td>
<td>Apply the theories and principals for entrepreneurial marketing and identify managerial problems in a start-up business.</td>
</tr>
<tr>
<td>Criterion 3</td>
<td>Assess the feasibility of new market entry.</td>
</tr>
<tr>
<td>Criterion 4</td>
<td>Examine marketing models and theories in designing start-up marketing strategies.</td>
</tr>
<tr>
<td>Criterion 5</td>
<td>Analyse marketing related problems unique to start-ups and suggest solutions.</td>
</tr>
<tr>
<td>Criterion 6</td>
<td>Make and justify recommendations relating to each phase of a marketing strategy formulated for a start-up business.</td>
</tr>
<tr>
<td>Criterion 7</td>
<td>Describe the ethical, social, legal, and global issues associated with marketing strategies in start-ups.</td>
</tr>
</tbody>
</table>

**Task Length**

Activity 1: 10 to 15 minutes per contribution.
Activity 2: 1000 words

**Due by date**

Activity 1: Weeks 2-12
Activity 2: Week 12

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**Assessment Task 2: Presentation (group)**

| Task Description | Activity 1 - Group presentation/ discussion (20%): Activity 1 will be a group activity, and the individual students’ participation and contribution will be assessed. A group of students will participate in the weekly group discussion. Each group will be provided with a topic for discussion. The topics will be randomly allocated to the student groups. Students will be required to have a 15 minutes presentation/ discussion on the topic in the workshop. 5-10 minutes will be allocated for Q&A. Details of the assessment and the rubric will be provided in MyLO and will be discussed during the workshops.

Activity 2 – Group presentation - marketing plan proposal (15%): As an introduction to their start-up marketing plan report (Assessment 3), students need to offer an oral presentation of their proposal on Week 7. All the procedures regarding this assessment will be provided through MyLO. This is the compulsory lead task for the major start-up marketing plan report (Assessment 3).
You have to prepare and present a new venture/ start-up marketing plan proposal that details a start-up wishing to market its product or service to the market. Your presentation should be designed so as to seek approval for your proposal from the relevant start-up’s senior management. A guidance document will be provided on MyLO in relation to this assessment on Week 2.

<table>
<thead>
<tr>
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</tr>
</tbody>
</table>

**Task Length**

Activity 1: 15 minutes PowerPoint presentation
Activity 2: TBA

**Due by date**

Activity 1: Weeks 3-12
Activity 2: Week 7

**Assessment Task 3: Report**

**Task Description**

The task is to prepare a new venture/ start-up marketing plan report to launch and market a start-up firm’s product or service. The product/service and the destination market will have already been decided by your presentation and this written report should be in the form of a formal marketing plan - a template of a marketing plan and an example will be made available on MyLO. Parts of the report will include a situational analysis, a SWOT analysis and matrix, goals and objectives, and strategies.

The plan is a written business report which, however, is still expected to be academically referenced. A guidance document will be provided on MyLO in relation to this assessment on Week 5.

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</tbody>
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**Task Length** 3500 words ± 10%.

**Due by date** Week 13

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### How your final result is determined

To pass this unit, you need to demonstrate your attainment of each of the Intended Learning Outcomes.

Your grade will be determined in the following way:

Your overall mark in this unit will be determined by combining your results from each assessment task. These marks are combined to reflect the percentage weighting of each task. You need to achieve an overall score of at least 50% to successfully complete this unit. It is expected that you will seek help (from the unit coordinator in the first instance), well before the due date, if you are unclear about the requirements for an assessment task.

- **PP** (pass) at least 50% of the overall mark but less than 60%
- **CR** (credit) at least 60% of the overall mark but less than 70%
- **DN** (distinction) at least 70% of the overall mark but less than 80%
- **HD** (high distinction) at least 80% of the overall mark

All grades are provisional, until confirmation by the Assessment Board at the end of semester.
**Submission of assignments**

The act of submitting your assignment will be taken as certification that it is your own work.

Assignments must be submitted electronically as a word document through the relevant assignment tab in MyLO. You must ensure that your name, student ID, unit code, tutorial time and tutor’s name (if applicable) are clearly marked on the first page. If this information is missing, the assignment will not be accepted and, therefore, will not be marked.

Where relevant, Unit Coordinators may also request you to submit a paper version of your assignment. You will be advised by the Unit Coordinator of the appropriate process relevant to your campus (Hobart, Launceston or Cradle Coast).

Please remember that you are responsible for lodging your assessment items on or before the due date and time. We suggest you keep a copy. Even in a perfect system, items sometimes go astray.

**Requests for extensions**

In this Policy:

1. (a) ‘day’ or ‘days’ includes all calendar days, including weekends and public holidays;
2. (b) ‘late’ means after the due date and time; and
3. (c) ‘assessment items’ includes all internal non-examination based forms of assessment

2. This Policy applies to all students enrolled in TSBE Units at whatever Campus or geographical location.

3. Students are expected to submit assessment items on or before the due date and time specified in the relevant Unit Outline. The onus is on the student to prove the date and time of submission.

4. Students who have a medical condition or special circumstances may apply for an extension.

Requests for extensions should, where possible, be made in writing to the Unit Coordinator on or before the due date. Students will need to provide independent supporting documentation to substantiate their claims.

**Penalties**

Late submission of assessment items will incur a penalty of 10% of the total marks possible for that piece of assessment for each day the assessment item is late unless an extension had been granted on or before the relevant due date.

Assessment items submitted more than five (5) days late will not be accepted.
Academic staff do NOT have the discretion to waive a late penalty, subject to clause 4 above.

**Review of results and appeals**

Review of Assessment is available to all students once the University has released the final result for a unit. If you are dissatisfied with your final result, you may apply to have it reviewed.

Applications for a review of assessment are due within 10 working days of the release of the final result in the unit. When applying for a review, you must pay a $50 fee.

Please read and follow the directions provided by the University at:


**Academic referencing**

Before starting your assignments, you are advised to familiarise yourself with the following electronic resources.

The first is the Harvard Referencing System Style Guide, which can be accessed from the UTAS library: http://utas.libguides.com/content.php?pid=27520&sid=199808. The Harvard style is the appropriate referencing style for this unit and the guide provides information on presentation of assignments, including referencing styles. In your written work you will need to support your ideas by referring to scholarly literature, works of art and/or inventions. It is important that you understand how to correctly refer to the work of others and maintain academic integrity.

Failure to appropriately acknowledge the ideas of others constitutes academic dishonesty (plagiarism), a matter considered by the University of Tasmania as a serious offence.

The second is the Tasmanian School of Business and Economics’ Writing Assignments: A Guide, which can be accessed at: http://www.utas.edu.au/business-and-economics/student-resources. This guide provides you with useful information about the structure and style of assignments in the TSBE.

In your written work you will need to support your ideas by referring to scholarly literature, works of art and/or inventions. It is important that you understand how to correctly refer to the work of others, and how to maintain academic integrity.

The [University library provides information on presentation of assignments, including referencing styles](http://www.utas.edu.au/__data/assets/pdf_file/0018/314622/Review-of-Assessment.pdf) and should be referred to when completing tasks in this unit.

Please read the following statement on plagiarism. Should you require clarification please see your unit coordinator or lecturer.
Plagiarism

Plagiarism is a form of cheating. It is taking and using someone else’s thoughts, writings or inventions and representing them as your own; for example, using an author’s words without putting them in quotation marks and citing the source, using an author’s ideas without proper acknowledgment and citation, copying another student’s work.

If you have any doubts about how to refer to the work of others in your assignments, please consult your lecturer or tutor for relevant referencing guidelines. You may also find the Academic Honesty site on MyLO of assistance.

The intentional copying of someone else’s work as one’s own is a serious offence punishable by penalties that may range from a fine or deduction/cancellation of marks and, in the most serious of cases, to exclusion from a unit, a course or the University.

The University and any persons authorised by the University may submit your assessable works to a plagiarism checking service, to obtain a report on possible instances of plagiarism. Assessable works may also be included in a reference database. It is a condition of this arrangement that the original author’s permission is required before a work within the database can be viewed.

For further information on this statement and general referencing guidelines, see the Plagiarism and Academic Integrity page on the University web site or the Academic Honesty site on MyLO.

 Academic misconduct

Academic misconduct includes cheating, plagiarism, allowing another student to copy work for an assignment or an examination, and any other conduct by which a student:

a. seeks to gain, for themselves or for any other person, any academic advantage or advancement to which they or that other person are not entitled; or

b. improperly disadvantages any other student.

Students engaging in any form of academic misconduct may be dealt with under the Ordinance of Student Discipline, and this can include imposition of penalties that range from a deduction/cancellation of marks to exclusion from a unit or the University. Details of penalties that can be imposed are available in Ordinance 9: Student Discipline – Part 3 Academic Misconduct.
WHAT LEARNING OPPORTUNITIES ARE THERE?

**MyLO**

MyLO is the online learning environment at the University of Tasmania. This is the system that will host the online learning materials and activities for this unit.

**Getting help with MyLO**

It is important that you are able to access and use MyLO as part of your study in this unit. To find out more about the features and functions of MyLO, and to practice using them, visit the [Getting Started in MyLO unit](#).

For access to information about MyLO and a range of step-by-step guides in pdf, word and video format, visit the [MyLO Student Support page](#) on the University website.

If something is not working as it should, contact the Service Desk ([Service.Desk@utas.edu.au](mailto:Service.Desk@utas.edu.au), phone 6226 1818), or [Request IT Help Online](#).

**Resources**

**Required readings**

You will need the following text [available from the Co-op Bookshop]:


**Recommended readings**


**Reading Lists**

Reading Lists provide direct access to all material on unit reading lists in one place. This includes eReadings and items in Reserve. You can access the Reading List for this unit from the link in MyLO, or by going to [the Reading Lists page](#) on the University Library website.

**Other Required Resources**

In addition to the texts/software recommended above, you are also expected to be familiar with the key academic journals in the discipline from which useful insights may be derived. In particular, you are encouraged to review regularly the relevant papers that are published in:
**Journals and Periodicals**
- Entrepreneurship Theory and Practice
- Small Business Economics
- Journal of Small Business Management
- Entrepreneurship and Regional Development
- Journal of Business Venturing
- Strategic Entrepreneurship Journal
- Journal of Marketing
- Journal of Product Innovation Management
- Technovation
- International Small Business Journal

**Useful Websites**
http://www.startuptasmania.com/
https://startupweekend.org/
http://theleanstartup.com/

**Activities**

**Learning expectations**

The University is committed to high standards of professional conduct in all activities, and holds its commitment and responsibilities to its students as being of paramount importance. Likewise, it holds expectations about the responsibilities students have as they pursue their studies within the special environment the University offers.

Students are expected to participate actively and positively in the teaching/learning environment. They must attend classes when and as required, strive to maintain steady progress within the subject or unit framework, comply with workload expectations, and submit required work on time.
Details of teaching arrangements

This is a 12.5% credit point unit running over 13 weeks with a three (3) hour class (seminar and workshop) each. The total time commitment required for this unit is a minimum of 156 hours.

Specific attendance/performance requirements

N/A

Teaching and learning strategies

This is a 12.5% credit point unit running over 13 weeks with a three (3) hour class (seminar and workshop) each. The total time commitment required for this unit is a minimum of 156 hours. Specifically, in addition to the three (3) hours of class contact per week, you are expected to devote an additional nine (9) hours in self-directed study. This includes time spent in preparing for classes, preparing for and completing assessment tasks, together with time spent in general study and revision.

Seminars do not cover all there is to learn about entrepreneurial marketing but are presented as a body of information from which students can begin their own enquiries. Students will need to read and study further those areas covered and presented in the seminars. Likewise, it is not possible to cover all of the material contained in the prescribed text.

Students will need to be well prepared for effective participation and collaboration in workshop activities, which are highly recommended. These workshops provide students with the chance to practice the theory they learn in seminars through analysing, discussing and practicing real world business cases, problems and exercise.

Required study materials, resources and guidance documents for this unit will be provided through MyLO. Study material will be provided on a weekly basis and in relation to the subject covered each week through seminars.

All the guidelines and essential information for distance mode will be provided through MyLO in week one. Each week students will be provided with flex workshop material on MyLO and need to complete the tasks allocated for each week.

Self-directed study is important. Students cannot develop the desired level of knowledge and skill from merely attending workshops. They need to watch the recorded Lectures, read the prescribed text book and use a selection of the provided supplementary readings to help inform their thinking.

Work Health and Safety (WHS)

The University is committed to providing a safe and secure teaching and learning environment. In addition to specific requirements of this unit you should refer to the University's Work Health and Safety website and policy.
**Communication**

**TO KEEP UP WITH ANNOUNCEMENTS REGARDING THIS UNIT**

Check the MyLO Announcement tool at least once every two days. The unit Announcement will appear when you first enter our unit’s MyLO site. Alternatively, click on the Announcement button (towards the top of the MyLO screen) at any time.

**WHEN YOU HAVE A QUESTION**

Other students may have the same question that you have. Please go to the Ask the Class Discussion forum on the unit’s MyLO site. Check the posts that are already there – someone may have answered your question already. Otherwise, add your question as a new topic. Students are encouraged to support each other using this forum – if you can answer someone’s question, please do. We will attempt to respond to questions within 48 business hours. If your question is related to a personal issue or your performance in the unit, please contact the appropriate teaching staff member by email instead.

**WHEN YOU HAVE AN ISSUE THAT WILL IMPACT ON YOUR STUDIES OR THE SUBMISSION OF AN ASSESSMENT TASK**

If you have a personal question related to your studies or your grades, please contact teaching staff by email.

For general questions about the unit, please add them to the Ask the Class Discussion forum on the unit’s MyLO site. This way, other students can also benefit from the answers.

**Concerns and complaints**

The University is committed to providing an environment in which any concerns and complaints will be treated seriously, impartially and resolved as quickly as possible. We are also committed to ensuring that a student may lodge a complaint without fear of disadvantage. If you have a concern, information about who to contact for assistance is available on the ‘How to resolve a student complaint’ page.

**Further information and assistance**

If you are experiencing difficulties with your studies or assignments, have personal or life-planning issues, disability or illness which may affect your course of study, you are advised to raise these with the unit coordinator in the first instance.

There is a range of University-wide support services available to you including Student Learning Support, Student Advisers, Disability Services, and more which can be found on the Student Support and Development page of the University website.

Should you require assistance in accessing the Library, visit their website for more information.
<table>
<thead>
<tr>
<th>WEEK</th>
<th>DATE BEGINNING</th>
<th>TOPIC/ MODULE/ FOCUS AREA</th>
<th>ACTIVITIES</th>
<th>DUE DATE</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>25 February</td>
<td>Introduction to Entrepreneurial Marketing Seminar - Contribution of entrepreneurial marketing to new ventures - Marketing environment Workshop - Marketing Plan overview - Q&amp;A about the unit structure and assessments</td>
<td></td>
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<tr>
<td>2</td>
<td>4 March</td>
<td>Identifying marketing opportunity for start-ups Seminar - Marketing opportunity identification and evaluation - Marketing research for new venture success Workshop - Group discussion/ activities and reflective practice</td>
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<tr>
<td>3</td>
<td>11 March</td>
<td>Marketing research techniques and consumer behaviour Seminar - Marketing research for new venture success -B2B and B2c customer behaviour Workshop - Presentation/Group discussion/ activities and reflective practice</td>
<td></td>
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<tr>
<td>4</td>
<td>18 March</td>
<td>Understanding customers and marketing environment in start-ups: Seminar - Understanding customers</td>
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<tr>
<td>Date</td>
<td>Session</td>
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</tbody>
</table>
| 5 25 March | **Segmentation, Targeting and Positioning strategy for start-ups:**  
**Seminar:**  
- Segmenting and Targeting customers to position the product  
- Perceptual mapping  
**Workshop:**  
- Presentation/Group discussion/activities and reflective practice |
| 6 1 April | **Developing products and services for start-ups**  
**Seminar:**  
- Product development for new ventures  
- Service development and differentiation  
- Building and managing brand  
**Workshop:**  
- Presentation/Group discussion/activities and reflective practice |
| 7 8 April | Student Presentation – Marketing Plan Proposal |
| 8a 15 April | Student to develop networking and customer relationship management plan  
Lecturer contact: Online discussion |

Mid-semester break 18 April to 24 April (inclusive)
<table>
<thead>
<tr>
<th>Date</th>
<th>Event</th>
</tr>
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<tbody>
<tr>
<td>8b</td>
<td>25 April</td>
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<tr>
<td></td>
<td>Student to develop networking and customer relationship management plan</td>
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<td></td>
<td>Lecturer contact: Online discussion</td>
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<td>9</td>
<td>29 April</td>
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<tr>
<td></td>
<td>Developing and maintaining brand for start-ups</td>
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<td></td>
<td>Seminar:</td>
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<tr>
<td></td>
<td>- Building and managing brand</td>
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<tr>
<td></td>
<td>- Branding strategy</td>
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<tr>
<td></td>
<td>Workshop:</td>
</tr>
<tr>
<td></td>
<td>- Presentation/Group discussion/ activities and reflective practice</td>
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<tr>
<td>10</td>
<td>6 May</td>
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<tr>
<td></td>
<td>Developing pricing strategies for start-ups:</td>
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<td>Seminar:</td>
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<tr>
<td></td>
<td>- Pricing approaches</td>
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<tr>
<td></td>
<td>- Pricing strategies</td>
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<td>Workshop:</td>
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<td>- Presentation/Group discussion/ activities and reflective practice</td>
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<td>Developing channel strategies for start-ups:</td>
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<td>Seminar:</td>
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<td>- Channel development</td>
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| 20 May | Developing promotion strategies for start-ups:  
Seminar:  
- Integrated marketing communication plan  
- Promotion strategies  
Workshop:  
- Presentation/Group discussion/activities and reflective practice |
| 27 May | Digital marketing for start-ups and new ventures:  
Seminar:  
- Digital marketing tools  
- Evaluating the digital marketing effect  
Workshop:  
- Presentation/Group discussion/activities and reflective practice |

Exam Period 8 – 25 June (inclusive)
ACCREDITATION

AACSB Accreditation

The Tasmanian School of Business and Economics (TSBE) is currently in the process of applying for business accreditation with the Association to Advance Collegiate Schools of Business (AACSB) – the lead program for accrediting business schools globally. AACSB seeks to connect educators, students, and business to achieve a common goal – to create the next generation of business leaders.

By joining AACSB and going through the accreditation process, TSBE is joining a global alliance committed to improve the quality of business education around the world, and to share the latest innovations in business education. Gaining Business Accreditation with AACSB is a multi-year process involving TSBE demonstrating our performance against the 15 accreditation standards.

Once complete, TSBE will join a select community of accredited business schools, with only 7% of all business schools globally having completed the AACSB process. This will further enhance the reputation of TSBE, and further enhance the global recognition of your qualifications. To find out more about AACSB click here.