

COURSE SYLLABUS



INNOVATIVE MARKETING

IFSA Tel Aviv

US semester credit hours: 3

Contact Hours: 45

Course Code: MK387-06 / EI387-06

Course Length: Semester

Delivery Method: Face to face

Language of Instruction: English

Suggested cross-listings: Marketing, Entrepreneurship and Innovation

Host Institution Affiliation: Academic College of Tel Aviv

COURSE DESCRIPTION

An introduction to innovating marketing within the entrepreneurial context is provided in this course. Students will learn about the various challenges faced by a marketing manager when launching a new venture. They will gain familiarity with all stages of managing the marketing of a new venture and the marketing tools appropriate for each. They will additionally hone skills of analysis in evaluating the marketing indicators in the first stages of a new venture.

Prerequisites

Previous course work in introductory marketing.

COURSE DELIVERY

The course will combine lectures, class discussions and case analyses, films, presentations and guest lectures.

Students are expected to read or view assigned resources in advance and be prepared to actively discuss them in class.

STUDENT LEARNING OBJECTIVES

Students who successfully complete this course will:

- Analyze marketing moves in the first stages of a new venture
- Articulate all phases of the innovative marketing process, including penetration strategy, customer discovery, consumer trends, investor needs, and content marketing
- Evaluate strategies in innovative marketing
- Gain familiarity with the process of developing and making investor pitches
- Gain a broad perspective on the marketing arena from an entrepreneurial point of view
- Become familiar with resources available for further research on innovative marketing
- Make cognitive connections between learning in this course and other learning experiences in IFSA Tel Aviv

COURSE SYLLABUS

COURSE OUTLINE

Session	Subject	Reading/Exercises
	Introduction: Marketing Restart. What is a new venture? Who's the right person for leading its marketing? The difference between marketing a new venture and classic marketing.	1 Crane (2013)
2	When do you start to market in a new venture? Marketing by venture development stages	
3	Penetration strategy for a new venture: Causation & Effectuation; Business Model Canvas	2, 3 Crane (2013) + Sarasvathy, S. D. (2001).
4-5	Customer discovery. One pager: Marketing research to determine the customer's perceived value.	Blank, S., & Dorf, B. (2012), Ch. 3
6	How to get to the customer? Customer acquisition funnel	Blank, S., & Dorf, B. (2012), Ch. 9
7	What do I want the customer to do? Conversion types & relations; Consumer behavior trends	
8	How to market to investors? From the elevator pitch to the investor meeting; Investor pitch simulation	Guest lecture by investors
9-10	Physical and digital marketing tools for new ventures: What are the considerations in selecting marketing channels?	8 Crane (2013)
11	Content marketing	

COURSE SYLLABUS

12	Hands-on experience in class: A/B testing campaign, improving conversion relations, analytics.	Guest facilitator
13	Preparing for the examination and paper submission guidelines	

* Changes may occur in timetables, including the guest lecture, as well as in required readings.

RESOURCES

Required:

Blank, S., & Dorf, B. (2012). *The startup owner's manual: The step-by-step guide for building a great company*. Pescadero, CA: K&S Ranch. Chs. 3, 9.

Crane, F. G. (2013). *Marketing for entrepreneurs: Concepts and applications for new ventures*. Thousand Oaks, CA: Sage. Chs. 1-3, 8

Sarasvathy, S. D. (2001). Causation and effectuation: Toward a theoretical shift from economic inevitability to entrepreneurial contingency. *Academy of Management Review* 26(2), 243-263.

Further reading:

Blank, S., & Dorf, B. (2012). *The startup owner's manual: The step-by-step guide for building a great company*. Pescadero, CA: K&S Ranch. All chapters.

Eyal, N. & Hoover, R. (2014). *Hooked: How to build habit-forming products*. London: Penguin. <http://www.hookmodel.com>

Heath, C. & Heath, D. (2007). *Made to stick: Why some ideas survive and others die*. New York: Random House.

Labrecque, L., Esche, J. & Mathwick, C., Novak, T. & Hofacker, C. (2013). Consumer power: Evolution in the digital age. *Journal of Interactive Marketing* 27, 257–269.

Lester, D. & Tice, C. (2012). *How they started digital*. Richmond, UK: Crimson.

Levinson, J. C. & Levinson, C. (2007). *Startup guide to guerrilla marketing: A simple battle plan for first-time marketers*. Irvine, CA: Entrepreneur Press. Ch. 11.

Lieb, R. (2012). *Content marketing: Think like a publisher – how to use content to market online and in social media*. Indianapolis: Que. Part 3.

EVALUATION METHODS

Your final grade in the course will be comprised of the following course requirements:

- Group project submission – 20%

COURSE SYLLABUS

- Final exam – 80%

Timely Submissions

Assignments submitted after the deadline will be accepted at the discretion of the course instructor and generally only in the event of a documented illness or emergency.

ACADEMIC INTEGRITY

Any academic endeavor must be based upon a foundation of honesty and integrity. Students are expected to abide by principles of academic integrity and must be willing to bear individual responsibility for their work while studying abroad. Any academic work (written or otherwise) submitted to fulfill an academic requirement must represent a student's original work. Any act of academic misconduct, such as cheating, fabrication, forgery, plagiarism, or facilitating academic dishonesty, will subject a student to disciplinary action.

IFSA takes academic integrity very seriously. Students must not accept outside assistance without permission from the instructor. Additionally, students must document all sources according to the instructions of the professor. Should your instructor suspect you of plagiarism, cheating, or other forms of academic dishonesty, you may receive a failing grade for the course and disciplinary action may result. The incident will be reported to the IFSA resident director as well as your home institution.

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