DEREE COLLEGE SYLLABUS FOR: MG 4188 DIGITAL MARKETING FOR ENTREPRENEURSHIP	
(Updated Fall 2021)	**UK LEVEL: 6** **UK CREDITS: 15** **US CREDITS: 3/0/3**
PREREQUISITES:	MK 2030 Introduction to Marketing
CATALOG DESCRIPTION:	The role of digital marketing in entrepreneurial success; how entrepreneurs can take advantage of digital platforms (internet, social media, mobile) to advance their business to investors and customers.
RATIONALE:	The marketing concept is key to the entrepreneurial model, especially today that digital and social media platforms allow entrepreneurs to reach out to investors, and potential clients without the limitation of geography. The module discusses how digital technology such as websites, social media activity, mobile apps, can be used in relation to growth potential, revenue models, marketing methods, funding strategies and product/service design for successful entrepreneurial ventures.
LEARNING OUTCOMES:	On successful completion of the module, the student should be able to: 1. Apply the digital marketing techniques in a real life situation 2. Assess the role of digitalization in the development of an entrepreneurship venture. 3. Evaluate how contemporary marketing techniques can be used for maximizing entrepreneurial success.
METHOD OF TEACHING AND LEARNING:	In congruence with the teaching and learning strategy of the college, the following tools are used: ➢ Class lectures, workshops, class participation and discussions of cases (case analyses), flipped classroom presentations ➢ Project: Create a digital marketing plan for an existing entrepreneurial business or start up on the basis of a company brief. Students will work in teams of 3-4. There will be an element of peer evaluation in terms of participation in the group work ➢ Individual Presentation of proposed actions, tactics and KPIs for the above group project, including examples of creative execution such as posts, videos and ads ➢ Office Hours: Students are encouraged to make full use of the

	office hours of their instructor, where they can ask questions on lectures and project concerns, and see their exam papers. ➢ Use of Blackboard, where instructors post lecture notes, assignment instructions, timely announcements, as well as additional resources.
ASSESSMENT:	**Summative:** <table><tr><td>Group Project (digital marketing plan for an existing entrepreneurial business or start up, 4,000 – 5,000 words plus peer evaluation)</td><td>**70%**</td></tr><tr><td>Individual Presentation</td><td>**30%**</td></tr></table> **Formative:** <table><tr><td>Course work (Case discussion, assignments, role plays, mini presentations in class)</td><td>**0**</td></tr></table> The formative course work aims to prepare students for the project and presentation. The project tests Learning Outcome 1, 2 The individual presentation tests Learning Outcome 3. Students are required to resit failed assessments in this module.
INDICATIVE READING:	**REQUIRED READING:** Goldstein, Beth. (2021) Entrepreneurial Marketing, SAGE Publications, **RECOMMENDED READING:** Alderete, M. (2017). Mobile broadband: A key enabling technology for entrepreneurship? Journal of Small Business Management, 55(2), 254-269. doi:10.1111/jsbm.12314 Anwar, M., & Daniel, E. (2016). Entrepreneurial marketing in online businesses: The case of ethnic minority entrepreneurs in the uk. Qualitative Market Research, 19(3), 310-338. doi:10.1108/QMR-04-2015-0029 Aw, E. C.-X., & Labrecque, L. I. (2020). Celebrity endorsement in social media contexts: understanding the role of parasocial interactions and the need to belong. Journal of Consumer Marketing, 37(7), 895–908. https://doi.org/10.1108/JCM-10-2019-3474 Bahcecik, Y., Akay, S., & Akdemir, A. (2019). A review of digital brand positioning strategies of internet entrepreneurship in the context of virtual organizations: Facebook, instagram and youtube

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Pergelova, A., Manolova, T., Simeonova-Ganeva, R., &

Yordanova, D. (2019). Democratizing entrepreneurship? digital technologies and the internationalization of female-led smes. Journal of Small Business Management, 57(1), 14-39. doi:10.1111/jsbm.12494

Popescul, D., Radu, L. D., Păvăloaia VD, & Georgescu, M. R. (2020). Psychological determinants of investor motivation in social media-based crowdfunding projects: a systematic review. Frontiers in Psychology, 11, 588121–588121. https://doi.org/10.3389/fpsyg.2020.588121

Quinton, S., & Simkin, L. (2017). The digital journey: Reflected learnings and emerging challenges. International Journal of Management Reviews, 19(4), 455-472. doi:10.1111/ijmr.12104

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INDICATIVE MATERIAL: *(e.g. audiovisual, digital material, etc.)*	**REQUIRED MATERIAL: N/A** **RECOMMENDED MATERIAL: N/A**
COMMUNICATION REQUIREMENTS:	Use of appropriate academic conventions as applicable in oral and written communications
SOFTWARE REQUIREMENTS:	MS Office
WWW RESOURCES:	www.ama.com www.entrepreneur.com www.entrepreneurship.org www.iab.com www.marketingweek.co.uk www.startups.co.uk

INDICATIVE CONTENT:	1. E Marketing in an Entrepreneurial Context 2. The role of new media marketing in getting funds and support 3. E models for revenue 4. E customers 5. Social media marketing 6. Developing New Products and Services 7. E CRM 8. Managing digital marketing effort