

# MKTG20007 Entrepreneurial Marketing

<b>Credit Points:</b>	12.50
<b>Level:</b>	2 (Undergraduate)
<b>Dates &amp; Locations:</b>	2012, Parkville This subject commences in the following study period/s: Semester 2, Parkville - Taught on campus.
<b>Time Commitment:</b>	Contact Hours: One 2-hour lecture and a 1-hour tutorial per week Total Time Commitment: 3 hours per week plus a minimum of 6 hours per week in self directed study
<b>Prerequisites:</b>	<b><u><a href="#">MKTG10001 Principles of Marketing (../view/current/mktg10001)</a></u></b>
<b>Corequisites:</b>	<b><u><a href="#">MKTG10001 Principles of Marketing (../view/current/mktg10001)</a></u></b>
<b>Recommended Background Knowledge:</b>	Please refer to Prerequisites and Corequisites.
<b>Non Allowed Subjects:</b>	Students may not gain credit for both 325-301 Business-to-Business Marketing and MKTG20007 Market Development and Entrepreneurship.
<b>Core Participation Requirements:</b>	For the purposes of considering requests for Reasonable Adjustments under the Disability Standards for Education (Cwth 2005), and Students Experiencing Academic Disadvantage Policy, academic requirements for this subject are articulated in the Subject Description, Subject Objectives, Generic Skills and Assessment Requirements for this entry. The University is dedicated to provide support to those with special requirements. Further details on the disability support scheme can be found at the Disability Liaison Unit website: <a href="http://www.services.unimelb.edu.au/disability/">http://www.services.unimelb.edu.au/disability/</a>
<b>Coordinator:</b>	Dr Robin Canniford
<b>Contact:</b>	<b><u><a href="mailto:rcan@unimelb.edu.au">rcan@unimelb.edu.au</a></u> (<a href="mailto:rcan@unimelb.edu.au">mailto:rcan@unimelb.edu.au</a>)</b>
<b>Subject Overview:</b>	This subject is designed to provide a strong foundation in market development and entrepreneurship by reconciling the practical and theoretical concepts of going to market. This will involve an examination and understanding of various topics including: idea generation, market analysis, funding, pricing, customer alignment, and channel management. The emphasis of this course will be on the application of marketing paradigms to increase entrepreneurial success.
<b>Objectives:</b>	On successful completion of this subject a student should be able to: <ul style="list-style-type: none"> <li>• Critically evaluate the viability of new market entry</li> <li>• Analyse marketing theory and frameworks in formulating business start-up strategy</li> <li>• Analyse marketing related issues unique to start-ups and small business</li> <li>• Construct a marketing plan for new business ventures</li> </ul>
<b>Assessment:</b>	A 2-hour examination (60%) and assignment(s) totalling not more than 4000 words (40%).
<b>Prescribed Texts:</b>	You will be advised of prescribed texts by your lecturer.
<b>Breadth Options:</b>	This subject potentially can be taken as a breadth subject component for the following courses: <ul style="list-style-type: none"> <li># <b><u><a href="https://handbook.unimelb.edu.au/view/2012/B-ARTS">Bachelor of Arts (https://handbook.unimelb.edu.au/view/2012/B-ARTS)</a></u></b></li> <li># <b><u><a href="https://handbook.unimelb.edu.au/view/2012/B-BMED">Bachelor of Biomedicine (https://handbook.unimelb.edu.au/view/2012/B-BMED)</a></u></b></li> <li># <b><u><a href="https://handbook.unimelb.edu.au/view/2012/B-ENVS">Bachelor of Environments (https://handbook.unimelb.edu.au/view/2012/B-ENVS)</a></u></b></li> <li># <b><u><a href="https://handbook.unimelb.edu.au/view/2012/B-MUS">Bachelor of Music (https://handbook.unimelb.edu.au/view/2012/B-MUS)</a></u></b></li> <li># <b><u><a href="https://handbook.unimelb.edu.au/view/2012/B-SCI">Bachelor of Science (https://handbook.unimelb.edu.au/view/2012/B-SCI)</a></u></b></li> <li># <b><u><a href="https://handbook.unimelb.edu.au/view/2012/B-ENG">Bachelor of Engineering (https://handbook.unimelb.edu.au/view/2012/B-ENG)</a></u></b></li> </ul>

	You should visit <b>learn more about breadth subjects (<a href="http://breadth.unimelb.edu.au/breadth/info/index.html">http://breadth.unimelb.edu.au/breadth/info/index.html</a>)</b> and read the breadth requirements for your degree, and should discuss your choice with your student adviser, before deciding on your subjects.
<b>Fees Information:</b>	Subject EFTSL, Level, Discipline & Census Date, <a href="http://enrolment.unimelb.edu.au/fees">http://enrolment.unimelb.edu.au/fees</a>
<b>Generic Skills:</b>	<p>On successful completion of this subject, students should have improved the following generic skills:</p> <ul style="list-style-type: none"> <li>• Critical thinking; objective creativity,</li> <li>• Synthesis of data and other information;</li> <li>• Evaluation of data and other information; receptiveness to alternative ideas.</li> <li>• Oral communication; written communication;</li> <li>• Collaborative learning; problem solving;</li> <li>• Team work; application of theory to practice; accessing data and other information from a range of sources.</li> </ul>
<b>Notes:</b>	Students may not gain credit for both 325-301 Business-to-Business Marketing and MKTG20007 Market Development and Entrepreneurship.