



Course Syllabus
SEMESTER
School of Business, Hospitality Management and Public Safety _

Course Name:	Entrepreneurial Marketing
Course & Section Number:	MKT 111-XXX
Meeting Day(s) & Time(s):	
Credits:	3
Contact Hours:	3
Text:	MKTG 14th Edition (Lambjoe, Hair and McDaniel)
Instructor's Name:*	Annastasia Balogun Master's , Business Administration, University of Toledo 2018 Bachelor's, Communication, University of Toledo 2013
Office Hours & Location:	
OCC Phone:	
OCC Email:**	
Additional Contact Information:	

*Please call me NAME; it is my preferred name. If you have a preferred name, please let me know so I can use it.

**Please use only Owens email for course communications.

Catalog description:

Introduction to sales, customer service, and promotional strategies and methods including business image, target market analysis, and customer buying behavior profile. Analysis and selection of business promotional methods and timing. Design of an individual marketing

promotion plan. Planning and delivering quality customer service. Manage stakeholder relationships.

Prerequisite/Corequisites:

None

Course Materials:

MKT 14th Edition (Lambjoe, Hair and McDaniel) Can be accessed from Owens online bookstore.

MY COURSE MATERIALS

MKT 111 225 Fall 2025

ENTREPRENEURIAL MARKETING - ANNASTASIA BALOGUN

CHOICE * Choose only one of the following required options

OPTION ONE

MINDTAP FOR LAMB/HAIR/MCDANIEL'S MKTG, 1 TERM INSTANT ACCESS 14TH EDITION



MKTG¹⁴
Principles of Marketing

MINDTAP FOR LAMB/HAIR/MCDANIEL'S MKTG, 1 TERM INSTANT ACCESS 14TH EDITION
CHARLES W. LAMB; JOE F. HAIR; CARL MCDANIEL;

ISBN13: 9780357929230
PUBLISHER: Cengage Learning US
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☐ **BUY COURSEWARE**

Will be added to Digital Bookshelf

BEST VALUE

*To support the delivery of the digital material to you, a digital delivery fee of \$3.99 will be charged on each digital item.

CURRENT PRICE
\$122.50*

What You Will Learn in the Course

Course Objectives:

This course will:

1. Introduce small business marketing and the concepts of strategic marketing and its application to the entrepreneur.
2. Develop an understanding of how to complete a comprehensive marketing plan which includes the situation analysis and marketing strategy.
3. Explore methods of market segmentation and target marketing decisions based on consumer behavior.
4. Develop marketing strategies related to the product, price, promotion, and distribution of the product or service.
5. Provide a framework for a comprehensive CRM (customer relationship management) program.
6. Introduce the strategic/consultative selling process.

Student Learning Outcomes:

Students will:

Outcome	Where Assessed
1. Develop a marketing plan for increasing awareness of the small business.	
2. Create a customer relationship management program.	
3. Prepare a relationship based strategic/consultative sales plan.	
4. Complete a framework for the strategic marketing plan that will be included in the student's e-portfolio.	

Program Outcomes:

The following program outcomes are assessed in this course

Outcome	Where Assessed
Demonstrate mastery of online, offline, and hybrid/integrated marketing techniques.	Marketing Plan (Phase 4 Assignment)

Institutional General Education Competencies:

As a student at Owens Community College, you will take General Education courses as part of your degree program. While specific to the General Education courses, will be reinforced in many of your degree program major courses and may be measured in your capstone course(s) and others as identified.

Competency	Where Assessed
Communicate effectively.	Every assignment, discussion, exam
Act with professional responsibility.	Every interaction with peers or faculty
Demonstrate sensitivity to others' beliefs and values.	Every interaction with peers or faculty
Think analytically, critically, and creatively.	Every assignment, discussion, exam

Technology, Lab, and File Requirements:

Computer

Internet Access

Academic Support

Disability Services Resource Center: If you have a disability or acquire one, you may be entitled to receive reasonable accommodations intended to assure you an equal opportunity to participate in and benefit from the program. To receive more information or to register for accommodations, please contact the Disability Resource Center at 567-661-7007, email disability@owens.edu, visit <https://www.owens.edu/disability/>, or stop by College Hall 124.

Tutoring Services: Owens Community College offers academic tutoring and assistance in a variety of subjects including accounting, computing, economics, mathematics, science, and writing. For more information go to: <https://www.owens.edu/successcenters/>.

Counseling Services: Counseling Services provides assistance to students experiencing personal, educational, interpersonal/relationship, family, social, or psychological difficulties. If you feel you may benefit from this service, please contact them at counselingservices@owens.edu. More information is at <https://www.owens.edu/counseling/>.

Campus and Community Connections: The Center for Campus and Community Connections (College Hall 123) is a walk-in office created to provide retention support through resource stability initiatives and community connections. Go here for more information: <https://www.owens.edu/connection/> or contact connections@owens.edu

Owens Library: The Owens Library offers two locations (Toledo and Findlay) as well as online resources. For more information visit <https://www.owens.edu/library/>.

Students can find more information on campus resources, student support, student life, and security at this [link](#).

General Information

Student Code of Conduct: All students are expected to follow Owens Community College's Student Code of Conduct, which includes academic honesty, encompassing plagiarism. See the Board Policy for more information.

Anti-Discrimination and Harassment & Title IX/Sexual Misconduct: All students, faculty, and staff are expected to follow Owens Community College's Anti-Discrimination and Harassment Policy and the College's Title IX Policy/Sexual Misconduct Procedures and Guidelines. The College strictly prohibits and will not tolerate harassment, discrimination, intimidation, or hostile/offensive working or learning environments.

Religious Accommodations: A student seeking an accommodation for an absence permitted under Ohio's Testing Your Faith Act must provide the instructor with a written email notice with the specific dates for an absence, and must do so not later than fourteen (14) days after the first day of instruction. Alternative accommodations are not retroactive, and no academic penalty will be imposed for an absence under the policy*. The request for an alternative accommodation will be kept confidential. Students with questions about a religious accommodation under Ohio's Testing Your Faith Act may contact the College's Office of Academic Affairs:

provost@owens.edu. The policy may be found on the Owens website: [3358:11-2-63 Accommodation](#) for a Student Absence for the Observance of Religious Beliefs and Practices Policy

Document Collection: Throughout the semester, your instructors may ask for a variety of assignments including tests and/or quizzes for student learning of institutional general education competencies or program assessment. Please save all your class materials until the end of the semester.

Classroom Admittance: OCC classes shall only be attended by the officially registered OCC students or prospective students, instructor of record, guest lecturer, or substitute. Visitors are not permitted to be in the classroom and should not be invited to attend or participate in the class. See [FERPA](#) regulations for more information.

Use of AI:

Use of AI Tools: In this course, students are encouraged to explore and utilize generative AI tools, such as chatbots, text generators, paraphraser, etc., as part of their learning and coursework. Proper attribution and transparency about your usage of an AI tool are expected. Here are some examples of ethical and responsible generative AI use.

- Use AI tools only for tasks that are appropriate for your level of learning and understanding. Do not use AI tools to replace your own thinking or analysis, or to avoid engaging with the course content.
- Cite any AI tools you use properly, following the citation style specified by the instructor.
APA Example:
 - OpenAI. (2024). *ChatGPT* (Mar 14 version) [Large language model]. <https://chat.openai.com/chat>
- Provide evidence of how you used the AI tool and how it contributed to your assignment. Explain what you learned from the AI tool, how you verified its accuracy and reliability, how you integrated its output with your own work, and how you acknowledged its limitations and biases.
- Take full responsibility for any mistakes or errors made by the AI tool. Do not rely on the AI tool to produce flawless or correct results. Always check and edit the output before submitting your work. If you discover any inaccuracies or inconsistencies in the output after submission, notify the instructor immediately and correct them as soon as possible.
- If you are working on a group assignment, discuss the use of AI tools with your group members and agree on how you plan to use them and how you will be transparent with the instructor regarding their use.

If you have any questions about what constitutes ethical and responsible use of AI tools, please consult with the instructor before submitting your work.

Student Responsibilities & Instructor Expectations

Student Responsibilities:

Assignment Submission: All assignments are to be submitted on Blackboard. **Assignments will be due by TIME on the listed due date.**

Late Submissions: Late Submissions will be subject to point deductions at my discretion.

Communication with instructor: The best way to reach me is via email. I also have office hours listed below and at the top of this syllabus. Please contact me or the business school to make an appointment.

- **WEEKLY ANNOUNCEMENTS:** I will post an announcement with updates from previous weeks and list what assignments are due for the current week. It is very important that you read the weekly announcements to ensure you are caught up.

Attendance: This class is entirely online but you are expected to log in at least 2-3 times a week.

Contact the Owens Help Desk **(567) 661-7120** if you are experiencing technical issues with your username and/or password or having navigational issues in Blackboard.

NOTE: DATE is the **last day students can drop the course without receiving an official letter grade.** Please consult with your academic advisor prior to end of semester to review options.

Instructor Expectations:

Grading: Assignments and Tests will be graded within one week of the posted due date. Late assignments will be graded within two weeks from the submitted date.

Make-Up Policy: I will allow assignments to be made up if you have contacted me at least 24 hours prior to the posted due date explaining why you are unable to meet the deadline.

Email Response: Monday- Friday I will try to respond within 24 hours. On weekends I will respond within 2-3 days. When emailing me please include your course and section number.

How Grades are Determined and Major Assignments

Evaluation Measure The grade points for the areas of work are as follows.	Student Learning Outcomes Assessed	Value
Tests (4 @ 80 points each)	1-4	320 points
Marketing Plan	1-4	150points
Sales Plan	1-4	50 points
CRM Plan	1-4	50 points
Discussion Boards (4 @ 50 points each)	1-4	220 points
Total		770 points

The final course grade is to be computed using the following weights.

Grading Scale

Grade	Points
A	693-770
B	616-692
C	539-615
D	462-538
F	0-461

TESTS

There will be four (4) tests throughout the semester. If you have a circumstance in which you cannot take the test on the scheduled dates, please notify me prior to the test dates so that I can determine if you are eligible to make up the test.

When you visit the course Blackboard web site you will find the link to the **Tests**. Click on the **TESTS** link to begin.

Tests will be multiple choice and short answer questions and should take about one hour to complete. You have one hour and fifteen minutes to complete the test.

WRITTEN ASSIGNMENTS:

Three (3) written assignments will be offered during the semester. Assignment due dates are listed on the course outline. Guidelines for each individual assignment will be posted approximately two weeks prior to the due date of the assignment.

Submitting Written Assignments:

Please submit your written assignments through the specific **Assignments** link on the course Blackboard page. There are specific instructions indicating how to attach your homework file and submit it directly through the course Blackboard page. Please submit your assignment as a “**Word**” document and include your name on the actual document. Please keep copies of your assignments in case there are any problems transmitting them or they are lost for some reason.

DISCUSSION BOARDS:

Throughout the semester you will be asked to participate in Discussion Boards. When you are on the course Blackboard page you will see a link to the Discussion Boards where I will post a discussion topic related to the course material. You must then respond during the seven-day period for this topic. Your responses will be worth a maximum of 30 possible points (**30 points for your discussion comments and 20 points for your comments to your (2) classmate’s discussion posts**). Discussion Boards are designed to replicate the interaction that occurs in the traditional classroom setting, so get involved and interact with your classmate’s postings. (*See specific grading rubric under Discussion Board tab.*)

Grading these responses will be somewhat subjective however to maximize your points please be sure you understand the following criteria used for grading:

- Does my response exhibit well thought out ideas based on the management principles and concepts covered in the textbook chapters?
- Does it build on, challenge, or show signs of reviewing the responses of your classmates?
- Is it of sufficient length? (two paragraphs minimum; one page maximum).
- Are my comments or replies to other students (at least two other students) of sufficient depth...more than just “I agree with you” or “that’s a good idea”.
- You must make your **initial discussion post on the topic by Friday** of the Discussion Board week. **Comments to other students** must be completed by Sunday.

You must respond to the Discussion Board based on the time frame above. ***Late Discussion posts on the topic*** or comments ***to other students will not earn any points.***

Important Dates to Remember

Important Dates to Remember (for 16-week classes): SEMESTER	
DATE	Semester Begins
DATE	Last day to ADD 16-week classes (w/o faculty signature)
DATE	Last day to DROP (100% refund)
DATE	Last day to DROP (60% refund)
DATE	Last day to DROP (50% refund)
DATE	Exam Week
DATE	Last Day of Classes
DATE	Last Day to Drop Course Without a Letter Grade
DATE	Commencement

Tentative Class Assignments:

Week	Topic	Due Dates
1	Chapter 1- An Overview of Marketing Chapter 2 – Strategic Planning for a Competitive Advantage Discussion Board 1:	Due DATE
2	Chapter 3 – Ethics and Social Responsibility Chapter 4 – The Marketing Environment Discussion Board 2:	Due DATE
3	Chapter 6 – Consumer Decision Making Marketing Plan Introduction	
4	Chapter 8 - Segmenting and Targeting Markets TEST 1 – CH. 1, 2, 3, 4, and 6	Due DATE
5	Chapter 9 – Marketing Research Discussion Board 3:	Due DATE
6	Chapter 11 – Developing and Managing Products Study for test	
7	Chapter 12 – Services Test 2 – CH. 8, 9, 10, 11, and 12	Due DATE
8	Marketing Plan - Phase 1, Part 2	Due. DATE

Week	Topic	Due Dates
9	Chapter 13 – Marketing Channels	Due DATE
10	Chapter 15 - Marketing Communications CRM Plan	Due DATE
11	Chapter 16 – Advertising, Public Relations, and Sales Promotion Phase 2 – Marketing Plan	Due DATE
12	Chapter 16 – Advertising, Public Relations, and Sales Promotion Test 3 – CH. 12, 13, 15, and 16	Due DATE
13	Chapter 17 – Personal Selling Chapter 18 - Social Media Sales Plan Phase 3 – Marketing Plan	Due DATE
14	Chapter 19 – Pricing Concepts Discussion Board 4	Due DATE
15	Test 4 – CH. 17, 18, 19	Due DATE
16	Phase 4 – Marketing Plan	Due DATE
	Graduation DATE	

Disclaimer: The instructor reserves the right to amend this syllabus as deemed necessary and will communicate such amendment to the students in the course. Please note that while unlikely, there is a possibility courses might need to change the delivery method due to external issues like public health concerns, weather issues, etc. If this happens, the college will communicate any changes via email and/or other communication methods.