



Module (Course Syllabus) Catalogue

2022-2023

College/ Institute	Entrepreneurial Marketing		
Department	Entrepreneurial Marketing		
Module Name	Farman Tahseen Aziz		
Module Code			
Degree	Technical Diploma <input type="checkbox"/>	Bachelor <input type="checkbox"/>	
	High Diploma <input type="checkbox"/>	Master <input type="checkbox"/>	Ph D <input type="checkbox"/>
Semester	6		
Qualification	Doctorate		
Scientific Title	Asst. lecturer		
ECTS (Credits)	6		
Module type	Prerequisite <input type="checkbox"/>	Core <input type="checkbox"/>	Assist. <input type="checkbox"/>
Weekly hours			
Weekly hours (Theory)	(3)hr Class	()Total hrs Workload	
Weekly hours (Practical)	()hr Class	()Total hrs Workload	
Number of Weeks			
Lecturer (Theory)			
E-Mail & Mobile NO.	Farman.tahseen@epu..edu.iq/07504260026		
Lecturer (Practical)			
E-Mail & Mobile NO.			
Websites			

Course Book

Course Description	This module views marketing from an entrepreneurial perspective, focusing on the different approaches required when compared to marketing for established firms and new ventures looking to act globally from the outset.				
Course objectives	<ol style="list-style-type: none"> 1. critically assess and apply marketing theories and models to new ventures. 2. construct strategies to overcome challenges encountered in the planning process for new products and businesses. 3. design and build an operational marketing strategy for a start-up business or new product, making best use of limited resources to ensure that the firm can establish a viable presence in the market. 4. demonstrate effective written communication skills for plans, strategies, and outcomes. 5. demonstrate time management skills. 6. apply critical thinking and analytical skills in evaluating marketing theories, models, and proposed plans. 7. synthesize and use information and knowledge effectively to marketing in the entrepreneurial sector. 8. demonstrate analytical, problem-solving, and decision-making skills. 				
Student's obligation	Students are required to prepare reports, project, quizzes, and homework.				
Required Learning Materials	<ul style="list-style-type: none"> • ENTREPRENEURIAL MARKETING: A NEW APPROACH FOR CHALLENGING TIMES, Daniela IONITA (Romania). • Entrepreneurial Opportunities and Entrepreneurial Marketing (Elisabeth S.C. Berger and Andreas Kuckertz), University of Hohenheim, Entrepreneurship Research Group, Germany 				
Evaluation	Task	Weight (Marks)	Due Week	Relevant Learning Outcome	
	Paper Review				
	Assignments	Homework	1	Every week	
		Class Activity	1	Every week	
		Report	1	Week 10	
		Poster	1		
	Quiz	4			
	Lab.				
	Midterm Exam	24			
Final Exam	60				

	Total	100		
Specific learning outcome:	<ul style="list-style-type: none"> - understand the different market needs of big firms and SMEs and describe how marketing has changed in the 21st century. - understand entrepreneurship and the challenges of creating a new business. - describe the role innovation can play in developing a market strategy, and how marketing can guide the development of new products and services. - discuss the processes of market identification and market creation in entrepreneurial situations. - explain the importance of relationship marketing and social networks, and understand the role played by content marketing agencies. 			

Course References:		
Course topics (Theory)	Week	Learning Outcome
Introduction to entrepreneurial marketing	1	
Customer and competitor analysis	2	
Entrepreneurial market opportunity analysis	3	
Entrepreneurial marketing strategies	4	
The entrepreneurial marketing plan	5	
Entrepreneurial pricing and distribution	6	
Entrepreneurial promotion	7	
Entrepreneurial products and services development	8	
Entrepreneurial branding	9	
Entrepreneurial social marketing	10	
Consistency in strategic choices	11	
Competence and marketing	12	
Practical Topics	Week	Learning Outcome

Questions Example Design

**Define supply chain management.
State the importance to SCM**

Extra notes:

External Evaluator