



BAKER COLLEGE
STUDENT LEARNING OUTCOMES

MKT4050 Marketing for Entrepreneurial Ventures
3 Semester Credit Hours

Student Learning Outcomes and Enabling Objectives

1. Distinguish the functions of entrepreneurial marketing
 - a. Identify the relationship between marketing and entrepreneurship
 - b. Identify essential skills to support the growth and sustainment of businesses
 - c. Articulate the connections between entrepreneurship and customer acquisition, revenue generation and employee recruitment
2. Develop a fully testable marketing plan for an independent product or service that could be implemented in a real-world context
 - a. Design digital marketing components that support the marketing plan
 - b. Build a budget for a marketing campaign and identify sources of funding
 - c. Create a website or mobile application that aligns with the goals of the marketing plan and supports e-commerce functionality
 - d. Integrate data collection tools to support future marketing strategies and business planning
3. Evaluate a marketing plan
 - a. Identify the viability of a marketing opportunity
 - b. Assess the plan for business strategy and operational successes

Big Ideas and Essential Questions

Big Ideas

- Entrepreneurial marketing functions
- Entrepreneurial marketing plan creation

Essential Questions

1. How is a venture business plan different from a venture marketing plan?
 2. How does technology influence the success or failure of a new business?
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These SLOs are not approved for experiential credit.

Effective: Fall 2022