

Strategic Entrepreneurship

Lecturer	Philip Wang
Institution	Kent State University
Email	pwang@kent.edu

Course Description:

Entrepreneurship is being exceptional by having an ambitious and imaginative mindset, and embracing challenges as opportunities. The purpose of this course is to analyze creative thinking and strategic innovation for businesses in the global economy.

Materials/Text:

No required textbooks.

Requirements:

1. Regular attendance and participation in class discussion are required.
2. Completion of all exercises, homework and assignments is required.
3. Mobile phone and electronic devices are prohibited in the classroom.

Schedule:

Class	Topics
1	Production of quality over economic development stages
2	Popular culture and the creative industries across the world
3	The experience economy and its production approaches
4	The entertainment economy and its factors
5	Entrepreneur personalities
6	Entrepreneurial strategies
7	Entrepreneurial tool set: the art of persuasion, brand personality, the AIDA marketing
8	Entrepreneurial tool set: pricing strategies
9	Finance as a decision making tool for entrepreneurs
10, 11	Today's consumers and their psychographics
12, 13	Barriers to consumption—structural, intrapersonal, interpersonal—and solutions
14, 15	Future trends and changes

Important Dates

Thursday, July 22, AIDA for Persuasion due

Wednesday, August 4, Entrepreneurial Case Study presentations

Assignments:

Assignment 1: AIDA for Persuasion

Attention-Interest-Desire-Action (AIDA) is a useful model for marketing products and services. The purpose of this assignment is to apply the model to the creative industries. The assignment requires a PowerPoint presentation including the following steps:

1. Introduce the concept: research for "AIDA marketing," explain what AIDA means and demonstrate how it has been applied to commercial, public, or non-profit sectors. Research and references are required.
2. Analyze a sample of advertisements. Find evidences of AIDA in the examples. Explain the evidences.

Assignment 2: Entrepreneurial Case Study

Students will select an enterprise in the creative economy in any location in the world, research its operations, and demonstrate its entrepreneurial aspects in a PowerPoint presentation to the class. Examples of the creative industry are film production, music, fashion design, publishing/bookstore, museum, airline, airport, themed park, restaurant, resort/boutique hotel, and spectator sport. A proposal is required.

The PowerPoint presentation should include the following elements:

1. Introduction to the enterprise: select a business, describe its background and its products/ services.
2. Demonstrate the enterprise's approaches toward the experience economy.
3. Demonstrate the enterprise's application of entertainment economy factors.

Grading criteria

1. Inspirational feature: the entrepreneurial operations are most imaginative and engaging.
2. Cultural value: the consumption uplifts personal taste, social improvement, or aesthetic appreciation.
3. Creative communication: the presentation is attractive, enthusiastic, and stimulating.

Evaluation:

Attendance, participation in class exercise, homework	60%	
AIDA for Persuasion	20%	
Entrepreneurial Case Study	20%	100% total

Final grades will be determined by tallying the scores according to their designated weights.