

Strategic Entrepreneurship

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| Lecturer | Philip Wang |
| Institution | Kent State University |
| Email | pwang@kent.edu |
| Teaching time | Afternoon |

Course Description:

Entrepreneurship is about being exceptional by growing an imaginative mindset and embracing challenges as opportunities. The purpose of this course is to analyze entrepreneurial thinking and strategies for businesses in the global economy.

Materials/Text:

No required textbooks.

Requirements:

1. Regular attendance and participation in class discussions
2. Completion of all exercises, homework, and assignments

Schedule:

| Class | Topics |
|--------|--|
| 1 | Production of quality |
| 2 | Popular culture and creative industries across the world |
| 3 | The experience economy |
| 4 | The entertainment economy |
| 5 | Entrepreneur attributes |
| 6 | Entrepreneurial strategies |
| 7 | Entrepreneurial tool set: the art of persuasion, brand personality, 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 and solutions |
| 14, 15 | Future trends and changes |

Assignments:

Assignment 1: Entrepreneurial Case Study

Students will select an enterprise in the creative economy anywhere in the world, research its products or services, and demonstrate its entrepreneurial applications in a PowerPoint presentation to the class. Examples of the creative economy are film production, music, fashion design, publishing, museum,

airline, airport, themed park, restaurant, resort, 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 experience economy approaches.
3. Demonstrate the enterprise's entertainment economy factor applications.

Assignment 2: 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 creative industries. The assignment requires a PowerPoint presentation including the following steps:

1. Collect a sample of 10 or more advertisements containing AIDA attributes.
2. Demonstrate the sample and their AIDA applications in a PowerPoint presentation. Show evidence of AIDA.

Evaluation:

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

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