Texas Executive Education
The University of Texas at Austin McCombs School of Business
800.409.3932 |
ExecEd@mccombs.utexas.edu | www.mccombs.utexas.edu/ExecEd

Entrepreneurial Marketing

"An excellent opportunity to hear world-class faculty discuss some of the most progressive concepts of effective business management. Each section is well thought-out and integrates seamlessly into the overall topic of the course."
Jeff Pauly
Strategic Marketing, BroadJump, Inc.

More often than not, the reason for the success of a new venture isn't technology–it's marketing. Marketing plays a crucial role not only in developing, producing, and selling products or services but also in guiding recruiting efforts and raising capital. All the important questions asked by investors in early stage companies, or decision makers in larger intrepreneurial focused organizations, are strategic marketing questions: Who is the customer? What problem do you solve for him? How big is the market? How quickly is it growing? Who are the competitors? What is your sustainable competitive advantage? And yet, many ventures are begun without careful pre-venture marketing, which can prove to be a fatal mistake.

This course clarifies key marketing concepts, methods, and strategic issues relevant for start-up and early-stage entrepreneurs as well as early-stage intrepreneurs within larger established organizations. Because there is no universal marketing solution applicable to all entrepreneurial ventures, this course is designed to help you develop a flexible way of thinking about marketing problems in general. From there, you will be better positioned to determine and apply the most innovative and appropriate solutions to your situation.

Topics

- Structural changes (competitors, customer segments, complementors, etc.) in the market and identifying opportunities for new ways to differentiate
- Assess markets from the perspective of "fits": company-market, company-product, and market-product
- Market entry-timing, market diffusion rates and estimating cost of delay in market entry
- Product and brand management in turbulent environments
- Pricing management with a view to generate customer and firm value - focus on building customer relationships with a long term focus
- Optimal channel management in turbulent environments
- Financial implications of marketing strategy

Texas Executive Education
The University of Texas at Austin McCombs School of Business
800.409.3932 |
ExecEd@mccombs.utexas.edu | www.mccombs.utexas.edu/ExecEd

Key Benefits

After attending the program participants will be able to:

- Conduct an opportunity analysis - "What am I selling to whom?"
- Discuss how to segment and position for competitive advantage
- Understand product, value and business model innovation
- Discover how to price to capture value
- Learn the applicability of social media to entrepreneurial endeavors

Faculty

Kapil Jain, Ph.D.
Dr. Jain is a Senior Lecturer in Marketing and a Fellow in the Center for Customer Insight at the McCombs School of Business. He teaches graduate courses in Marketing Management, and New Product Design and Marketing. He teaches in the Executive MBA program and for Texas Executive Education programs, where he has developed extensive marketing strategy and marketing communication courses for Motorola, Texas Instruments and LG Electronics. His research and teaching interests are focused on the areas of marketing research, new product design, and consumer information processing. He is an active consultant and some of his recent consultancies include Global Atmospherics, Schott Donnelly, Raytheon, City of Tucson, and the City of Phoenix. Dr. Jain's research has been presented at various prestigious national and international forums.

Ben Bentzin, MBA
Ben Bentzin is a Lecturer in Marketing at McCombs and an active investor and strategic marketing consultant. In his previous ten-year career as a Dell Inc. executive, Ben Bentzin had various responsibilities for marketing, product development and e-commerce, including heading marketing for Dell's consumer/small business division, product marketing for Dell Dimension and Dell Latitude brand computers, and business to business e-commerce. As a community leader, Ben is co-Chairman of the United Way of the Capital Area campaign and serves on the boards of the Center for Child Protection and Austin public radio station KUT.

Registration and Fees

The program fee includes materials, lunches and breaks. Registration is not complete until payment is received.

You may register on-line at WWW.MCCOMBS.UTEXAS.EDU/EXECED
or call Texas Executive Education at 800.409.3932

For information on the cancellation and transfer policies: WWW.MCCOMBS.UTEXAS.EDU/EXECED/REGISTER.ASP#CANCELLATION

Continuing Education Credits

Participants earn 1.40 continuing education units (CEU) or 14 (CPE). There are no prerequisites and a certificate of completion will be presented from Texas Executive Education.

Schedule

This two day program meets from 8:30 a.m. to 4:30 p.m. A schedule and campus map with location information will be sent approximately two weeks prior to the session with your paid registration.