



START-UP

Getting to Market 1

Learn how to understand and identify customer needs as well as the processes entrepreneurs set in place to launch new ventures successfully.



ABOUT THIS COURSE

A key success factor for start-ups is the right approach to marketing. In contrast to marketing in established companies, young companies do not yet have their own benchmarks; moreover, they typically have only a limited budget available for their marketing activities. Entrepreneurial Marketing examines specifics of marketing for young companies and derives success factors.

In this Entrepreneurial Marketing introduction course, you will learn how to identify customer needs and how to launch new products successfully.

Besides online lectures, you will engage in online assignments that will help you understand how entrepreneurs think and act. Actual case studies and examples from companies will be used to help you better prepare for actual situations. In addition, the concepts will be discussed in relation to their theoretical grounding in academic literature.

PREREQUISITES

This course requires **no mandatory prerequisites**. However, without prior knowledge in the field of entrepreneurship we recommend to complete the micro-modules of the “Thinking and Acting like an Entrepreneur” series first.





LEARNING OBJECTIVES

In this course you will learn

- Who is your customer and who is talking about the brand?
- What distinguishes successful from unsuccessful products?



INSTRUCTOR

Your instructor is **Professor Malte Brettel** of RWTH Aachen University in Germany. He is professor of Innovation Management and Entrepreneurship at RWTH Aachen University. His areas of research interest include entrepreneurial management and development, entrepreneurial marketing, entrepreneurial finance, and innovation management.

He has published several books as well as in many academic journals, such as in the *Strategic Management Journal*, the *Journal of Product Innovation Management*, the *Journal of Business Venturing*, and *Marketing Letters*.

In addition to his academic career, Professor Brettel has cofounded several of his own companies, has served as managing director in these companies and is an active business angel. He is also currently serving as a Vice-Rector for Industry Relations at RWTH Aachen University in Germany.



COURSE STRUCTURE & TOPICS

The objective of this course is to teach you the basics of Entrepreneurial Marketing and to help you apply your new theoretical knowledge to real-life examples.

The course is structured along two sections:

Section 1: The Inside-Out Perspective for start-ups

The first section introduces you to the field of Entrepreneurial Marketing. You will learn how to understand your opportunity and how to create superior customer value. In addition, you'll be introduced to various tools that will help you create value and competitive advantage for your start-up.

Section 2: 4Ps - Product development

The second section will teach you how entrepreneurs develop products and what distinguishes successful from unsuccessful products. Additionally, you'll learn how entrepreneurs leverage effectuation in their approach to product development.

This course is self-paced and will be hosted on the edX platform. You will listen to Professor Brettel's **video lectures** supplemented by additional content. After each video, you will be asked to answer a few review questions. After completing the lectures, you will receive a short online assignment to apply the content to a real business case. Upon completion of the lectures, your knowledge will be tested in an **exam during the RWTH examination period.**



FINAL EXAM

The final exam is offered during the RWTH Aachen University exam period later in the semester. Each micromodule of the Entrepreneurship 101 course offering will be examined on the same day. Should you take more than one micromodule of Entrepreneurship 101, the content of all micromodules you wish to take will be examined in one written exam. During the exam, you will be asked to complete one block of questions per micromodule. The blocks can be completed sequentially and within the same examination date.

GRADING

The final grade will be your grade of the final exam (weight = 100%).



DISCUSSION FORUM

The discussion forum for this module is the place to ask questions and share thoughts, and we highly encourage you to participate and help each other. A facilitator from the course team will monitor the forum and answer questions in a timely manner. Additionally, the goal of the discussion is to offer a place for students to connect and help each other with questions – after all, this is the fastest way to learn!