

Teaching UCSB College of Engineering | T.M.P.

About:

The Technology Management Program at UC Santa Barbara is dedicated to the development of business and innovation in an increasingly technology based global economy. TMP offers a Ph.D. in Technology Management, a professional Master of Technology Management degree, as well as UC recognized certificates to current undergraduate and graduate students. Our doctoral students study and conduct research with leading scholars in organizational theory, organizational behavior, technology studies and strategy. Our aim is to train doctoral students who will publish cutting edge research and eventually assume jobs at top research universities.

The curriculum for our professional master's students is designed to train future technology and business leaders, with a focus on providing students with the knowledge and experience to perform effectively in, and provide leadership to, global technology teams. Within the certificate programs, TMP offers driven, innovative, and entrepreneurial students an in-depth understanding of business principles and professional skills vital to their success after graduation. They receive a cutting edge curriculum of theory, practice, and mentorship that is at the intersection of technology, business, and social science.

In addition to receiving a unique business education, students can participate in a number of co curricular programs and activities in entrepreneurship that go beyond the classroom. Students gain a solid understanding of cutting edge business practices, entrepreneurship in technology based companies, and innovation management.

Links:

<https://tmp.ucsb.edu/>

<https://tmp.ucsb.edu/about>

Classes:

UCSB, SB, CA

Technology Management Program (TMP), College of Engineering

09-14 **Teaching Assistant** (Managing Senior Lead) - Faculty: John Greathouse

- Lecture Series - TMP 111/211
- Entrepreneurship - TMP 122/242
- Selling High Tech Products - TMP 134/234

08-10 **Teaching Assistant** (Managing Lead) - Faculty: Guy Gabriele

- Entrepreneurial Marketing - TMP 144/244



University of California, Santa Barbara
College of Engineering

Selling High Tech Products

TMP134/234, Winter 2014

Course website: <https://ucsb.centraldesktop.com/engr134/>

PROFESSOR: John Greathouse

OFFICE: Phelps Hall, Rm 1408

OFFICE HRS: Thur 2:50 - 3:50

EMAIL: johnmgreathouse@engineering.ucsb.edu

CLASS: Thur., 12:30 - 2:50 PM

CLASSROOM: HSSB 1174

TA: Gustavo Rincon

OFFICE: TMP Office Phelps, Rm 1408 (TA Office)

OFFICE HRS: by appointment only

EMAIL: grincon.tmp.ucsb@gmail.com

ALL work for TMP134 must be turned in through *Gauchospace* – TMP 134 only.

Course Description

TMP134 is an overview of the entrepreneurial selling process. Analysis of a variety of channels of selling, including: online, direct, channels, OEM and inside sales, with a particular focus on the role of persuasion in the entrepreneurial sales process. The role selling played in the success of notable entrepreneurs will be examined for the purposes of highlighting the fact that Entrepreneurial persuasion extends beyond simply selling a product or service, encompassing a number of aspects of the entrepreneurial process, including fundraising, recruiting, public relations, etc. Open to undergraduate and graduate students.

Course Objectives

This course blends theory and application to provide a basis for subsequent coursework within the Technology Management Program. It rewards students with an interest in leading or participating in an entrepreneurial venture with the knowledge to make decisions in real-world settings.

The course focuses on sales and persuasion principles. The course will cover concepts, skills, practices, information, and choices that are relevant for start-up and early-stage entrepreneurs, entrepreneurial managers, and their stakeholders. It is a complex and demanding course with two basic objectives. The first is to teach effective entrepreneurial selling techniques. The second is to understand the pervasive role of selling in the entrepreneurial process.

The class will teach students how to:

1. Persuade customers, employees, investors and other Stakeholders to lend support to your entrepreneurial venture by “selling” them on its ultimate viability
2. Employ proven persuasion techniques via hands-on Object Lessons

Required Reading

Yes! 50 Scientifically Proven Ways To Be Persuasive, Noah Goldstein, Steve Martin and Robert Cialdini, Free Press; 2008 <paperback, used copies are fine> Hereafter referred to as “Yes”.

JohnGreathouse.com Reader – Hardcopies available for purchase in class

JohnGreathouse.com readings also available at no charge online at: www.infochachkie.com

PsyBlog: Articles available at no charge online at: (<http://www.spring.org.uk/>)

Recommended Reading

Influence: Science and Practice, Robert B. Cialdini, Allyn & Bacon; 5 edition, 2008 <paperback, prior editions and used copies are fine> Hereafter referred to as “Influence”.

Enchantment: The Art of Changing Hearts, Minds and Actions, Guy Kawasaki, Portfolio Hardcover; 2011 <paperback, used copies are fine> Hereafter referred to as “Enchantment”.

They Made America: From the Steam Engine to the Search Engine: Two Centuries of Innovators, Harold Evans, Gail Buckland, David Lefer, Back Bay Books, 2006 <paperback, used copies are fine> Hereafter referred to as “TMA”.

How To Win Friends And Influence People, Dale Carnegie, Simon & Schuster, 1936 <paperback, used> Hereafter referred to as “Win Friends”.

Graduate Grading

- 10% Paper / Video / Slides
- 40% Quizzes
- 10% Object Lessons
- 10% In-class Participation / Attendance
- 30% Final Exam

Undergraduate Grading

- 50% Quizzes
- 30% Final Exam
- 10% Object Lessons
- 10% In-class Participation/ Attendance

Course Description

Classes require significant individual preparation and participation. Using various texts, students will be expected to apply the information, concepts to periodic quizzes, a Final Exam and various Object Lessons.

Note: Quizzes will begin immediately after class is called into session. A limited time will be given to the completion of each quiz. **If you are late, you will be unable to complete the quiz questions covered before your arrival.** Missed quizzes cannot be made up. However, numerous extra credit opportunities exist for students to compensate for missed quizzes. Quizzes will cover the required readings due THAT week, as well as material covered during the PRIOR lecture, with a significant emphasis on the readings.

Questions drawn from the recommended readings result in extra credit - correct answers equal one extra credit point, incorrect answers result in a 1/4 point deduction. There is **no impact on your overall quiz grade** for quiz questions drawn from the recommended readings which are left blank.

Assignments

Students are expected to have completed the readings prior to each session and to arrive for class prepared and on time ready to discuss the assignments and its application to entrepreneurial selling.

Object Lessons are conducted outside of class. Such assignments will serve to illustrate some of the specific issues covered in the readings and expounded upon in class. Students will be asked to briefly describe the current week's Object Lesson as part of the corresponding weekly quiz. Grading of Object Lessons will be based upon the degree to which students convince the grader as to the authenticity of their experiences, as well as the "lessons learned" from each experience.

Object Lessons which involve interactions with others must be conducted with strangers, (i.e., not your friends, roommates, 134 classmates, etc.). In addition, the nature or existence of the Object Lessons is not to be discussed with the stranger(s) as it would potentially skew the dynamic of your interactions. For instance, you are NOT to preface an Object Lesson with, "Hi. I am a UCSB student and I need to ask you something for one of my classes..." Object Lessons are intended to encourage students to implement some of the persuasion techniques discussed in class. The disclosure of such techniques undermines the efficacy of the exercise.

Paper – Required Graduate Students Only

Once you obtain approval for your topic from the TA, create a persuasive video (up to seven minutes maximum), PowerPoint presentation (up to twelve slides maximum) or paper (up to five pages maximum). Use as many of the persuasion techniques discussed in the class as is practical.

Note: This Assignment Applies Only To Graduate Students – Extra Credit for Undergraduates

Object Lessons

Object Lessons are conducted outside of class. Such assignments will serve to illustrate some of the specific issues covered in the readings and expounded upon in class. Students will be asked to briefly describe the current week's Object Lesson - see Assignment links on Gauchospace. Grading of Object Lessons will be based upon the degree to which students convince the grader as to the authenticity of their experiences, as well as the "lessons learned" from each experience. All such assignments should be submitted BEFORE class begins.

EXTRA CREDIT

You can earn extra credit equal to five additional percentage points to your Class Participation grade, which equates to a total of twenty extra credit points. For instance, if you earn ten extra credit points, this will equate to two and one half percentage points which will be added to your Class Participation grade.

1) Write a one-page summary of a sanctioned speaking event which you attend outside of class, given that you are not enrolled in the class in which the speaker appears.

Each such speaker summary qualifies for up to 5 extra credit points. One source of such speakers is the TMP's speakers' series; see the TMP website, as well as Exhibit A below for a schedule of such speakers.

2) Write a brief (two pages, maximum) analysis of at least three InfoChachkie articles not required in this class, noting things you agree with, things you take issue with and citing how the articles relate to the material covered in class. Only one such review can be submitted for up to 5 extra credit points.

3) Create a persuasive paper, slides or video, as described above and required of Graduate students. This assignment qualifies for up to 10 extra credit points.
You can earn a maximum of 20 extra credit points, which will be added to your overall Quiz grade. NO extra credit will be accepted after the completion of the eighth week of classes.

IMPORTANT:

All work not submitted in Gauchospace will be seen as incomplete and will receive a zero grade.

If you are not familiar with Gauchospace, please see the help videos here: <http://gauchospace.ucsb.edu/students/>. If you have further questions, please review the Gauchospace Student FAQ page here: <http://helpcenter.guchospace.ucsb.edu/faq/index.php?action=show&cat=3>

Assignment Instructions:

When submitting the Assignments: (Unless otherwise instructed)
Submit class assignments to GauchoSpace - TMP 134
Submit all assignments before class. Unless otherwise instructed.
Submit only ONE Assignment per assignment link
Use the following Required Title Format
REQUIRED TITLE FORMAT:

Assign # - title of assignment - last name - first name (or group name)

Examples:

For example: Assign. Object Lesson - 01 - Glusac - Natalija

For example: Assign. Object Lesson - 03 - Rincon - Gustavo

For example: Assign. Object Lesson - 05 - Greathouse - John

Extra Credit Title Example:

Extra Credit # - assignment title (type) - last name - first name

Format for all writing assignments:

All papers must be titled to identify the assignment

File format: Microsoft Word 2007 (Requirements listed on Central Desktop & GauchoSpace)

All assignments must be uploaded to the appropriate link in the class GauchoSpace site.

All papers must have, in the top right corner: 1. Your name, 2. the assignment title, 3. the course name, the date turned in

All papers with multiple pages must be uploaded as 1 file (and/or stapled if necessary)

Margins: 1"

Type face: Arial

Leading: Double spaced, auto leading

Kerning: 0

Pictures and Graphics:

Pictures and graphics should only be presented in an Appendix and do not count towards the length of your paper.

Bibliography:

Include citations in MLA style and attach a Works Cited page

Alphabetize your bibliographic entries

The bibliography and Works Cited pages do not count toward the length of your paper

Selling High Tech Products

TMP134

Course Schedule

Week 1 1/9

Introduction to Entrepreneurial Selling

Reading

PsyBlog:

20 Simple Steps to the Perfect Persuasive Message

<http://www.spring.org.uk/2010/12/20-simple-steps-to-the-perfect-persuasive-message.php>

3 Universal Goals to Influence People

<http://www.spring.org.uk/2010/07/3-universal-goals-to-influence-people.php>

JohnGreathouse.com

- Jedi Mind Tricks That Can Drive Sales At Your Startup
- A Serial Entrepreneur's Take On *Enchantment*

Recommended Reading

They Made America (TMA)

- America's Genius for Innovation pp. 3 – 13
- Ten Lessons pp. 625 - 627

Week 2 1/16

Online and Direct Sales

Quiz #1

Reading

JohnGreathouse.com

- RFP RIP
- Pour And Stir I – The Perfect Business Model
- Pour And Stir II – Managing Your Cost Per Customer
- Why Selling To The Government Can Downgrade Your Startup
- An Enchanting Conversation With Guy Kawasaki <watch video as well>
- Infiltrating Big Dumb Companies

Object Lesson

Craft a compelling email subject line, not to exceed 140-characters. When writing the subject line, assume that the recipient is a prospect and you are a salesperson selling The Resumator's <LINK> applicant tracking software solution. Your goal is to engage the recipient and encourage them to open your email and read its contents. Note: **You do NOT need to draft an email**, only the subject line.

Recommended Reading

- ***Enchantment: Chapters 1 & 4***

Week 3 1/23

Guerrilla Selling And Avoiding The Chasm

Quiz #2

Reading

PsyBlog:

Are Fast Talkers More Persuasive?

<http://www.spring.org.uk/2010/11/are-fast-talkers-more-persuasive.php>

Why Stories Sell

<http://www.spring.org.uk/2012/01/why-stories-sell-transportation-leads-to-persuasion.php>

JohnGreathouse.com

- **Fast Followers Beat The Market Leaders At Their Own Game**
- **Fast Follower III – First Mover Disadvantage**
- **Hidden Persuasion Techniques**

TMA: Martha Harper pp. 346 <see PDF on class website>

Scientific American Mind: The Power To Persuade <see PDF on class website>

Object Lesson

Create an audio file (.wav, YouTube, etc.) of 90-seconds or less, role playing a voicemail message you would leave a prospect if you were a salesperson selling The Resumator's <LINK> applicant tracking software solution. Your goal is to engage the listener and encourage them to return your call.

Recommended Reading

- ***Influence: Chapter 1***
- ***TMA: John Fitch pp. 21 and Robert Fulton pp. 28***
- ***Enchantment: Chapter 5***

Week 4 1/30

Social Obligations & Reciprocity

Quiz #3

Reading

Yes – Chapters 6, 9 through 13, Appendix pp. 224 – 225 related to Chapter 13

JohnGreathouse.com

- **Why Saying “Thank You” Is Good For Business**
- **Avoid Getting Grin Screwed**
- **What Entrepreneurs Can Learn From The Grateful Dead**

TMA: Sarah Walker pp. 316 <see PDF on class website>

PsyBlog:

Persuasion: The Sleeper Effect

<http://www.spring.org.uk/2010/11/persuasion-the-sleeper-effect.php>

Don’t Take No For An Answer

<http://www.spring.org.uk/2010/10/dont-take-no-for-an-answer.php>

Why ‘Thank You’ Is More Than Just Good Manners

<http://www.spring.org.uk/2010/10/why-thank-you-is-more-than-just-good-manners.php>

Object Lesson

Create a Social Obligation (*Yes*, Chapter 9) and then ask for a return favor. Ask the same favor of another individual, without first establishing a Social Obligation. Assess the effectiveness of the Social Obligation in persuading the other party to fulfill your request. Note: Review the rules of Object Lessons, which are described under the heading “Object Lessons” above.

Recommended Reading

Influence: Chapter 2

TMA: Ruth Handler pp. 492

Enchantment: Chapter 7

Win Friends: Intro, How To Use This Book, Part I

Week 5 2/6

Commitment & Consistency

Guest Speaker: Chuck Massanari, Former VP of Sales Citrix Online

Quiz #4

Reading

Yes – Chapters 14 through 19, 49 Appendix pp. 225 – 226 related to Chapter 14, Appendix pp. 226 – 227 related to Chapter 16

PsyBlog:

Communicating Persuasively: Email or Face-to-Face?

<http://www.spring.org.uk/2007/03/communicating-persuasively-email-or-face-to-face.php>

JohnGreathouse.com

- **Maximize Your Exit By Not Selling Your Company**
- **Listen**
- **Worst Networking Call Ever**
- **Effective Email Introductions**

TMA: Garrett Morgan pp. 263 <see PDF on class website>

Object Lesson

Perform one of the following:

- 1) Utilize the Labeling Technique (*Yes*, Chapter 15) to influence a desired action.

Or...

- 2) Inconvenience a rival / enemy (*Yes*, Chapter 19) and assess the degree to which your actions modify their attitude toward you.

Recommended Reading

Influence: Chapter 3

Enchantment: Chapter 8

Win Friends: Part III

Week 6 2/13

Social Proof

Quiz #5

Reading

***Yes* – Chapters 1 through 4, 21, 42, Appendix pp. 222 – 223 related to Chapter 2**

***The Art Of Woo* Handout – self-analysis exercise Appendixes A & B
Available on class website**

JohnGreathouse.com

- **What Color Are Your Elephant's Sunglasses?**
- **To Woo Or To War?**

Object Lesson

Identify at least two examples of Social Proof (*Yes*, Chapter 1) used in signage or other promotional advertisements that you have viewed in the past month.

Recommended Reading

Influence: Chapter 4

Enchantment: Chapter 6

Week 7 2/20

Liking

Guest Speaker: Doug Sillers, Senior Director, Strategic

Partnerships at Citrix Online

Quiz #6

Reading

Yes – Chapters 26 through 32, 47, Appendix pp. 222 - 223

PsyBlog:

The Influence of Fleeting Attraction

<http://www.spring.org.uk/2010/11/the-influence-of-fleeting-attraction.php>

Balanced Arguments Are More Persuasive

<http://www.spring.org.uk/2010/11/balanced-arguments-are-more-persuasive.php>

The Persuasive Power of Swearing

<http://www.spring.org.uk/2010/10/the-persuasive-power-of-swearing.php>

JohnGreathouse.com

- **The Lemonade Principle**
- **Conform To Your Customers' Realities**

Object Lesson

Approach a stranger of the opposite sex who is at least 15-years older than you. Within the first five minutes of your conversation, identify at least five non-obvious similarities that you share (Yes, Chapter 29).

Recommended Reading

Influence: Chapter 5

TMA: Gary Kildall pp. 515

Enchantment: Chapters 2 & 3

Win Friends: Part II

Week 8 2/27

Authority

Guest Speakers: **RingRevenue, ProCore, RightScale and AppFolio – Life Of A Salesperson**

<http://www.rightscale.com/> <http://www.appfolio.com/>

Quiz #7

Reading

Yes – Chapters 22 through 24, 35, 43, Appendix pp. 228 related to Chapter 22

PsyBlog:

9 Propaganda Techniques in Michael Moore's Fahrenheit 9/11
<http://www.spring.org.uk/2007/11/9-propaganda-techniques-in-michael.php>

Loudest Voice = Majority Opinion
<http://www.spring.org.uk/2007/07/loudest-voice-majority-opinion.php>

JohnGreathouse.com

- Say Yes To The Dress

Object Lesson

Locate a long line of people and ask to be allowed to join the line near the front. Do not use the word “because” and do not specify a reason for your request. (Yes, Chapter 35)

Repeat the above described actions, approaching a different group of individuals, but this time use the word “because” to describe why you are making the request.

Recommended Reading

Influence: Chapter 6

Enchantment: Chapter 12

Win Friends: Part IV

Week 9 3/6

Scarcity

Quiz #8

Reading

Yes – Chapters 33, 34, Appendix pp. 229 related to Chapter 33, Appendix pp. 230 - 231 related to Chapter 34

TMA: Ida Rosenthal pp. 382 <see PDF on class website>

PsyBlog:

When Does Reverse Psychology Work?

<http://www.spring.org.uk/2012/06/when-does-reverse-psychology-work.php>

Object Lesson

Identify at least two examples of Loss Aversion (Yes, Chapter 34) used in signage or other promotional advertisements that you have viewed in the past month.

Recommended Reading

Influence: Chapter 7

TMA: Malcom McLean pp. 482

Enchantment: Chapter 9

Quiz #9

Reading

Yes – Chapters 5, 7, 8, 20, 25, 36 through 42, 44, 45, 46, 48, 50, Appendix pp. 223 – 224 related to Chapter 5

PsyBlog:

Caffeine Makes Us Easier to Persuade

<http://www.spring.org.uk/2010/11/caffeine-makes-us-easier-to-persuade.php>

The Battle Between Thoughts and Emotions in Persuasion

<http://www.spring.org.uk/2010/11/the-battle-between-thoughts-and-emotions-in-persuasion.php>

The Influence of Positive Framing

<http://www.spring.org.uk/2010/12/the-influence-of-positive-framing.php>

The Illusion of Truth

<http://www.spring.org.uk/2010/12/the-illusion-of-truth.php>

Object Lesson

Identify at least two examples of Fear Messaging, accompanied with a solution (*Yes*, Chapter 8) used in signage or other promotional advertisements that you have viewed in the past month.

Paper/Video/Slides Due – Required Only for Graduate Students

Recommended Reading

Enchantment: Chapters 10 & 11

TMA: Wright Brothers pp. 220

Selling High Tech Products

Exhibit A

Lecture Series Speaker Schedule

5:30 - 6:50 PM Buch 1920

New Venture Creation: Entrepreneurship

TMP 134 Exhibit B - ParSCORE Instructions

Class,

You are responsible for bringing the following to class for your Quizzes.

Required Materials - RED ParSCORE sheet, 8 1/2 x 11", Form No. F-1712-PAR-L - available at campus bookstore (image below). You must use a #2 pencil ONLY.

There are FOUR required sections that must be filled out correctly.

1. Student Enrollment Sheet section: I.D. Number (number must be written above and bubbles must be colored in below with #2 pencil)
2. Student Enrollment Sheet section: Last Name/First Name/M.I. (name must be written above, each letter must have corresponding bubble colored in with #2 pencil)
3. ParSCORE SCORE SHEET section: Fill in NAME, SUBJECT AND DATE. This section must be written neatly in LEGIBLE print (not cursive).
4. ParSCORE SCORE SHEET section: Fill in your Quiz answers in the numbered space corresponding to the number of the question.

You must use #2 pencil to completely color in the bubble that corresponds to your answer. Only one bubble can be colored in order to correctly score your sheet.

If you do not completely fill in the bubble, your answer may not be recorded. Do not make any marks in any other area.

If any of the FOUR sections described above are left blank or incomplete, you will receive a "0" GRADE.

New Venture Creation: Entrepreneurship

TMP 134 Exhibit C - Student Final Assignment Checklist

Class:

Thank you for all of the hard work and dedication during this Fall Quarter. This handout is to help you finalize your responsibilities so you can finish this course successfully.

It is imperative and your responsibility to make sure that you have uploaded ALL assignments for the Quarter in GAUCHOSPACE in their proper locations.

If you are missing any grades for a Venture Idea assignment that was submitted ON TIME, then please forward your inquiries to the Teaching Assistant ASAP.

Here are the following steps that I would recommend that each one of you take:

Open your GauchoSpace account and confirm that you have uploaded each of your assignments in the proper location. ALL of your assignments must be turned in to the appropriate location on GauchoSpace. Emails do not count as properly submitted class work, per the course syllabus.

Confirm that you have uploaded all of your Venture Idea assignments in the proper location.

Confirm that you have received grades for Quizzes 1, 2, and 3. Note: you will receive a grade for Quiz 4 by the end of this week.

Confirm that your Optional assignments have been uploaded properly.

Confirm that your Extra Credit assignments have been uploaded properly.

If you met with the TA and received special permission to resubmit an assignment, please confirm that your resubmission was completed properly.

If you have missed an Assignment or a Quiz, please forward any Doctor's notes before Friday, May 7th, at 5:00 pm. If you have been absent or missed a Quiz, it is your responsibility to make it clear to the TA that it was excused.

All Group Final assignments are due on GauchoSpace as an Assignment Upload for each Presentation day: Slides and Executive Summary. You must also complete the Final Poll Survey as required, which counts as your attendance for those days.

If you wish to amend your original Group Evaluation, there is a confidential Poll Survey on GauchoSpace for resubmission.

10. is the last opportunity for you or your Group to turn in any pre-approved late submission assignments for TMP 122.

Finally, Professor John Greathouse will not be available to hold feedback meetings on Group Presentations until Congratulations on doing all of the excellent work to complete this intensive course. Good luck to you and your Group in the Final Presentation next week.

ENGR 111 Opportunities and Perspectives in Technology, Business, and Society

Winter 2013

Lecture: **Sporadic** Thursdays, 5:15 – 7:20pm - SEE SPEAKER SCHEDULE BELOW FOR EXACT DATES

NOTE: The first class is on 01/10/13, per schedule below.

Classroom: Buchanan 1930

Course website: GauchoSpace

Instructor: John Greathouse

Office: Phelps Hall, Rm. 1408

Office Hours: Thur 1:00 - 1:50pm (first come, first served – no appointments necessary)

E-mail: johnmgreathouse@engineering.ucsb.edu

T.A.: Gustavo Rincon

Office: TMP Office Phelps, Room 1408

Office Hours: By appointment only

E-mail: grincon.tmp.ucsb@gmail.com

The ENGR111 one-credit course series was designed to provide a timely and accessible educational format to students from all disciplines across campus wanting to gain some insight into current business issues. The Seminar is intended to be a lecture series where entrepreneurial, technological, business and governmental leaders share their lessons of experience with the UCSB community. This series is targeted to anyone interested in entrepreneurship, technology development, commercialization and management, and the impact that these areas of innovation have on society. **See the calendar below for specific class times and speakers – the class meets on an IRREGULAR basis.** Research each speaker before coming to class. Understanding the speakers' backgrounds will allow you to get more from each talk and facilitate intelligent, insightful questions.

With a few exceptions, the course will meet on selected Thursdays from 5:15 - 7:20pm in Buchanan Hall, room 1930. **You will need to sign-in at each class session and be seated before 5:30pm.** The ENGR111 course may be repeated twice and is required for the Technology Entrepreneurship Certificate (TEC). Because ENGR111 is offered only on a “pass/non pass” basis, you must be present for each lecture and your final paper must be of high quality. Please contact the TA with any questions concerning class logistics.

Course Requirements:

Required Reading

NOTE: There is no required reading for this course.

To complete this class for a “pass” you need to:

- 1) Attend the lectures and any special class sessions as required; YOU CAN MISS ONE LECTURE ONLY AND STILL PASS (THIS INCLUDES THE FIRST CLASS) and,
- 2) Submit a solid, professional paper based upon the lectures, covering the following topic: **“What I have learned that will help me in my first job after graduation and/or increase my leadership ability.”**

The paper is not to exceed 5 pages but must demonstrate your knowledge of each lecture’s content matter and show that you have thought critically about each and can integrate the content into a theme. A grading rubric detailing the minimal requirements of a "passing paper" is posted to the class website.

Students are responsible for understanding the content of each lecture. We attempt to record each lecture for future broadcast, so if you are forced to miss one lecture you may be able to view it on the TMP website. NOTE: we are not always able to record the talks, as some speakers request that we not tape them. In addition, it may take the University several weeks to post a particular video.

If you miss more than one lecture, you cannot earn a pass. The signup list is removed when the lecture starts so you need to be present and sign in before the lecture begins (as defined by: when the speaker is being introduced). Signing in for another student constitutes a violation of academic integrity, as well as a professional breach in ethics. If you sign in another student, **you and the other student will be dropped from the class.** “Attendance at each lecture” is defined as attending the entire lecture. If you leave early, **you will be noted as having “missed” the lecture.**

Winter 2013 Lecture Schedule

All lectures are scheduled from 5:15 – 7:20pm in Buchanan Hall, Room 1930. **Please arrive in time to sign in before 5:30pm.** We try to record each lecture for later broadcast and therefore need to start promptly without any audience interruptions.

For more information on the lecture series, please see:

http://www.tmp.ucsb.edu/outreach/lecture_series.html

Speaker Schedule

January 10th

Brian Kelly - Founder Eastern Development <WILL NOT BE VIDEO TAPED>

Brian Kelly is a co-founder and General Partner of Rincon Venture Partners, and is also its largest limited partner. Prior to RVP, Brian co-founded Eastern Real Estate, LLC. Established in 2000, Eastern Real Estate is one of the largest commercial real estate investment and development firms in the Northeast. In conjunction with many of the nation’s leading retailers, Eastern has led the development of over 100 projects, representing in excess of 10 million square

feet and over \$1 billion in value. Development partners have included Target, The Home Depot, Stop & Shop, Barnes & Noble, PETCO, Wal-Mart, Kmart and Staples.

Prior to the launch of Eastern Real Estate, Brian co-founded Atlantic Retail Properties and grew it into New England's largest and most active retail brokerage, completing over 200 transactions in excess of 25 million square feet.

Brian serves on the Executive Board of Directors of Autism Speaks, a national fund-raising initiative that is committed to raising public awareness and support for research and treatment of autism.

January 17th

Tracy DiNunzio - Co-Founder and CEO, Recycled Bride and Tradesy

Tracy DiNunzio is the Chief Executive Officer and Founder of Tradesy. She is also the CEO and founder of Recycled Bride, the Web's largest wedding re-sale marketplace, which launched in 2009. An expert and leading voice in sustainable fashion and technology,

Tracy is a frequent speaker and media guest on the topic of weddings, green style, and entrepreneurship. Tracy began her career as a painter, selling and exhibiting her art worldwide.

January 31st

Jeff Jacobs - Co-Founder Harpo, Inc. <WILL NOT BE VIDEO TAPED>

Jeffrey Jacobs began his career as a litigator and then transitioned into sports law where he represented professional athletes and radio and television personalities in their contract negotiations and career management. In 1984, he was hired by Oprah Winfrey as her personal attorney and they co-founded and built Harpo Entertainment Group into a worldwide brand and media company.

Mr. Jacobs left Harpo Entertainment Group after 18 years as President and is currently an adjunct professor of entertainment law at Loyola University Chicago School of Law.

Mr. Jacobs' philanthropic involvements include founding the CIVITAS INITIATIVE in 1993 and serving as a trustee of the University of Chicago Medical Center and the Santa Barbara Children's Museum. Mr. Jacobs is an investor in several media and sports entities, including the New York Yankees and Yankee Entertainment Sports Network. Mr. Jacobs is a graduate of the Loyola Chicago School of Law.

February 7th

Brian Coryat, Founder and CEO of Local Market Launch, former Founder and CEO of ValueClick

Brian Coryat is the Founder and CEO of Local Market Launch, a service that helps small businesses obtain search visibility. Prior to LMK, Brian Founded ValueClick and served as it CEO and a Director since the Company's inception. He served as the Company's President from its inception until February 2000 and a director since its inception. From May 1999 to February 2000 he acted as ValueClick's Chief Operating Officer and Vice Chairman.

Mr. Coryat's prior experience includes the formation, development and direction of Web-Ignite Corporation, an Internet promotions company, from May 1996 through December 1998. From September 1994 through May 1996, Mr. Coryat served as Chief Executive Officer of AAA Internet Promotions, one of the earliest Internet directory listing services.

February 28th

Nir Merry, Engineering Vice President, Applied Materials Synexis division

Nir Merry is an Engineering Vice President responsible for leading Applied Materials' Synexis Engineering organization. Mr. Merry is a member of Applied Materials Engineering Governance Board (EGB). Synexis is Applied Materials' common platform engineering organization serving the Semiconductor, Flat Panel Display and Energy segments. Synexis engineering responsibilities includes: robotics, embedded controls, wafer handling platforms, fluid delivery and integrated metrology solutions. Synexis is a global engineering organization with resources in Silicon Valley - California - Austin, Texas, and Bangalore - India.

During his tenure at Applied, Mr. Merry contributed to successful design and market success of a large number of leading semiconductor manufacturing products including: RTP, Radiance, EPI-RP Centura, DPN Centura, Astra Laser Anneal, Hi-K ALD, and the Vantage and ACP platforms. As a member of Applied's Engineering Governance Board (EGB) which is a body governing Applied Materials' product engineering practices, Mr. Merry has initiated and driven a number of engineering initiatives including: implementation of integrated mechatronics design process, global engineering capability and the development of an Applied-wide Expert directory and knowledge search.

March 15th

Paper Due by 5:00 PM

Submit via GauchoSpace

Paper Due by 5:00 PM on **December 14th.**

When submitting the Assignments: **(Unless otherwise instructed)**

- Submit class assignments to [Gauchospace - ENGR 111](#)
- Submit all assignments before class. Unless otherwise instructed.
- Submit only ONE Assignment per assignment link
- Make sure your full name is in the beginning the final assignment submittal
- Use the following Required Title Format

I. REQUIRED TITLE FORMAT:

Assignment # - Title of assignment - Last name - First name

Example: Assignment 01 - Final Paper - Greathouse - John

II. REQUIRED PAPER FORMAT:

1. Cover sheet: Name, Title, Date & Class Name
2. Minimum 1 page paper outline
3. Up to 5 pages of text (not counting the cover page, outline or reference page/bibliography)
4. A page of references; including The MouseDriver Chronicles, quotes taken either from your notes in class or from the videos posted online, research you did before the talks to better understand the speakers' backgrounds, etc. At least 3 cited references must be included on each page of your text.

Note:

If you turn in your paper by the end of the 8th week, we will give you feedback and you will have an opportunity to improve your grade if it is not adequate.

III. REQUIRED PAPER TOPIC:

Please submit a solid, professional paper based upon the lectures and [The MouseDriver Chronicles](#), covering the following topic: **"What I have learned that will help me in my first job after graduation and/or increase my leadership ability."**

The paper is not to exceed 5 pages but must demonstrate your knowledge of each lecture's content matter and show that you have thought critically about each and can integrate the content into a theme.

Suggested Outline

- I. Introduction: The three most significant principles you are taking with you from this class.
- II. Leadership ability and learning takeaways
 - a. Speaker quotes or paraphrased summaries (see online resources).
 - b. Explanation of how lectures changed or reinforced your views.
 - c. Researched citations (at least 3 on each page) on the topics you found inspiring.
- III. Summary
 - a. How you plan to continue pursuing these principles.
 - b. Ideas taken from the lectures that you will use going forward.
 - c. Ways this class has helped you form your goals for the future.

IV. ADDITIONAL RESOURCES:

1. Please use the [UCSB library](http://www.library.ucsb.edu/) (<http://www.library.ucsb.edu/>) for research using Online Journals & Online Periodicals. Here is a partial list ([Engr111: UCSB Access - Online Journal & Periodicals](#))
2. Please review [Engr111 Resources & Links Master](#). It is imperative that your paper includes research and shows at least 3 resources per page to be cited on your reference page.

Fall 2009
Entrepreneurial Marketing
Syllabus and Resources
ENGR 191A

Lecturer: Guy Gabriele Class Time: Tuesday, 3:30p.m. – 5:20 p.m.
Work Phone: 805 963-5399 Classroom: Humanities & Social Sciences Bldg., rm 1173
E-mail: guy@ideaengineering.com
E-mail: entrepreneurial.marketing.ucsb@gmail.com (** Required Assignment Inbox**)
Office Hours: Tuesday, 2:00 p.m. – 3:15 p.m. by appointment only

Course Objectives

Understanding and managing an enterprises' marketing function is critical to the success of any product, service, or idea-based concern. Entrepreneurial operations often fail to adequately plan and budget for needed marketing initiatives, pre- and post-startup. This is a critical error and contributes to the very low success rate for new products and ventures.

At the organizational level, marketing is a vital business function that is necessary in nearly all industries whether the organization operates as a for-profit or as a not-for-profit. For the for-profit organization, marketing is responsible for most tasks that bring revenue and, hopefully, profits to an organization. For the not-for-profit organization, marketing is responsible for attracting customers needed to support the not-for-profit's mission, such as raising donations or supporting a cause. For both types of organizations, it is unlikely they can survive without a strong marketing effort. Marketing is also the organizational business area that interacts most frequently with the public and, consequently, what the public knows about an organization is determined by their interactions with marketers.

This course introduces the student to basic marketing concepts and how these concepts can be applied to any organization. Additionally, they will be introduced to how management of the marketing function within an organization is critical to the organization's success. We will take a close examination of the definition of marketing. Through a dissection of the key terms in the definition we will show that marketing's primary focus is to identify and satisfy customers in a way that helps build a solid and, hopefully, sustained relationship that encourages customers to continue doing business with the marketer.

The student will come to understand that marketing consists of the strategies and tactics used to identify, create and maintain satisfying relationships with customers that result in value for both the customer and the marketer. This course will help students plan, implement and evaluate decisions related to product, price, promotion and place to meet the needs of the marketplace.

Lectures will be used to augment and illustrate key concepts and tenets from assigned chapters in the required text. Class participation, case analysis, short exams and a team project will be employed in assigning final grades.

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Optional Text:

“Marketing” Pride–Farrell, 2008 Edition
Miscellaneous readings/handouts as assigned
Text (4) desk copies are available on reserve in the school library

Suggested Readings:

“Entrepreneurial Marketing: Lessons from Wharton’s Pioneering MBA Course”, Leonard Lodish, John Wiley and Sons Inc.

“Building Strong Brands” David Aaker, The Free Press
Lindstrom, Kogan Page Ltd.

“Buying In” Rob Walker, Random House

“Primal Branding” Patrick Hanlon, Free Press

“Made to Stick” Heath & Heath, Springer

“In pursuit of elegance” Matthew May, Broadway Books

“Brand Sense” Martin Lindstrom, Free Press

“A Fine Line” Hartmut Esslinger, Jossey–Bass

Grades

Class Participation + Pop Quizzes 10%

Attendance and active participation in discussions, case studies and classroom presentations are required. Pop quizzes will be given at random and will cover text readings and lectures. All quizzes are graded on 0 – 10 scale; 10 being an “A” equivalent.

Attendance and participation will be graded on a scale 0–10 as well. Each missed class will be graded 0, if you attend class but do not participate you will receive a 7 (or “C” equivalent). 8,9, or 10 can be earned with active and meaningful participation. Quality of active and meaningful participation is based on instructor’s judgment.

In Class Quizzes (3) 30%

These are scheduled, short quizzes on key concepts that are discussed in class and in assigned readings.

Take Home Exercises (2) 30%

Take home exercises/case studies. These will be 2–3 pages in length each. Take home exercises must be submitted as both hard copies and digital files.

Completed Mini Marketing Plan on new product concept 30%

Final class session will include presentations by 6–7 person teams to present an abbreviated marketing plan for a new product or service using the marketing concepts and processes explored in class and in the assigned text. A final report outline will be provided by mid–quarter as a guide for both the written report and oral presentations.

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COURSE SCHEDULE

Sep 29	Introduction and Course Overview Lecture: What is Marketing and Why is it Important? Text: Chpts 1-2
Oct 06	The Marketing Environment Text: Chpts 3-6 Take Home Exercise #1
Oct 13	Power of Persuasion Text: Chpts 7-10 Scheduled Quiz #1 (Lectures & Chpts 1-6)
Oct 20	Branding I Text: Chpts 11-14
Oct 27	Branding, II Text: Chpts 15 - 16
Nov 03	Traditional and New Media Advertising I Text: Chpts 17 -19 In Class Quiz # 2 (Lectures & Chpts 7-14)
Nov 10	Traditional and New Media Advertising II Take Home Exercise #2
Nov 17	Channel Management Text: Chpts 20-21 In Class Quiz #3 (Lectures & Chpts 15-19)
Nov 24	Product Development and Pricing in Marketing Text: Chpt 22
Dec 01	The Mini Marketing Plan Team Presentations – In class presentations. Due to class size, presentations may be scheduled on final exam day as well.
Dec 08	All Assignments Due (by Email & Printed Copy) Team written reports due at 5:00 pm by Email to entrepreneurial.marketing.ucsb@gmail.com and a printed copy at the TMP Office.

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Additional Resources:

Marketing Glossary

<http://marketing.about.com/od/marketingglossary/a/marketingterms.htm>

Videos:

01. IDEO (www.ideo.com)

In February 1999, the ABC News show Nightline with Ted Koppel aired "The Deep Dive," an entire episode devoted to IDEO as they redesigned the shopping cart in four days.

02. No Logo, Naomi Klein <http://www.naomiklein.org/no-logo>

There's a bad mood rising against the corporate brands. *No Logo* is the warning on the label. Once a poster boy for the new economy, Bill Gates has become global whipping boy. Nike's swoosh – the marketing success of the nineties – is now equated with sweatshop labour, and teenage MacDonald's workers are joining the Teamsters. What is going on? *No Logo*, an incisive and insightful report from the frontlines of mounting backlash against multinational corporations, explains why some of the most revered brands in the world are finding themselves on the wrong end of a bottle of spray paint, a computer hack, or an international anti-corporate campaign.

03. Hunting for Cool <http://www.pbs.org/wgbh/pages/frontline/shows/cool/>

Today's young people are generally unresponsive to traditional brand marketing messages. What they do respond to is something "cool." But "cool" keeps changing. So if you're a marketer, how do you find "cool?" Many corporations hire the expertise of Look-Look <<http://www.look-look.com/>> a research company specializing in youth culture. Read below some of FRONTLINE's interview with Look-Look's co-founders, Dee Dee Gordon and Sharon Lee. They explain more about their business and the challenges of hunting for cool.

(continued)

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Other Readings:

DeThomas, Arthur R. and Lin Gensing-Pophal. Writing a Convincing Business Plan. New York: Barron's Educational Services, 2001. ISBN: 0764113992.

Docie, Ronald Louis, Sr. The Inventor's Bible: How to Market and License Your Brilliant Ideas. Berkeley: Ten Speed Press, 2004. ISBN: 1580085660

Fisher, Roger and William Ury. Getting to Yes: Negotiating Agreement Without Giving In. New York: Penguin Books, 1991.

Griffith, Samuel B., Translator. Sun Tzu The Art of War. New York: Oxford University Press, 1963. ISBN: 0195014766.

Lustberg, Arch. How to Sell Yourself: Winning Techniques for Selling Yourself...Your Ideas...Your Message. Franklin Lakes, NJ: Career Press, 2002. ISBN: 1564145859.

Kemper, Steve. Reinventing the Wheel " A story of Genius, Innovation, and Grand Ambition.

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