

ORIGINATOR'S SECTION:

1. College: CHABSS CoBA
 CoEHHS CSM

Desired Term and Year of Implementation (e.g., Fall 2008):
 Spring 2018

2. Course is to be considered for G.E.? (If yes, also fill out appropriate GE form*) Yes No

3. Course will be a variable-topics (generic) course? Yes No
 ("generic" is a placeholder for topics)

4. Course abbreviation and Number:* ENTR 400

5. Title: (Titles using jargon, slang, copyrighted names, trade names, or any non-essential punctuation may not be used.)
 Entrepreneurship and Marketing in the Craft Beer Industry

6. Abbreviated Title for PeopleSoft:
 (no more than 25 characters, including spaces)
 Ventures in Craft Beer

7. Number of Units: 3

8. Catalog Description: (Not to exceed 80 words; language should conform to catalog copy. Please consult the catalog for models of style and format; include all necessary information regarding consent for enrollment, pre- and/or corequisites, repeated enrollment, crosslisting, as detailed below. Such information does not count toward the 80-word limit.)

 Explores the management and marketing challenges inherent in starting a new craft brewing venture. Covers key entrepreneurial topics such as the role of the founder; the power of stories to new venture creation; social entrepreneurship; human resources; and negotiation strategies. Market analysis, brand positioning, packaging, pricing, distribution and promotional campaigns will be explored as parts of an overall marketing strategy.

9. Why is this course being proposed?

 This course is one of the core courses of the Engineering™ Certificate of Advanced Study in Brewing Science program.

10. Mode of Instruction*
 For definitions of the Course Classification Numbers:
http://www.csusm.edu/academic_programs/curriculum/schedule/catalog/curricula/DOCUMENTS/Curricular_Forms_Table/Instructional%20Mode%20Conventions.pdf

Type of Instruction	Number of Credit Units	Instructional Mode (Course Classification Number)
Lecture	3	C2
Activity		
Lab		

11. Grading Method:*
 Normal (N) (Allows Letter Grade +/-, and Credit/No Credit)
 Normal Plus Report-in-Progress (NP) (Allows Letter Grade +/-, Credit/No Credit, and Report-in-Progress)
 Credit/No Credit Only (C)
 Credit/No Credit or Report-in-Progress Only (CP)

12. If the (NP) or (CP) grading system was selected, please explain the need for this grade option.

13. Course Requires Consent for Enrollment? Yes No

 Faculty Credential Analyst Dean Program/Department - Director/Chair

14. Course Can be Taken for Credit More than Once? Yes No
 If yes, how many times? (including first offering)

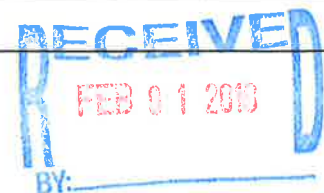
15. Is Course Crosslisted: Yes No

 If yes, indicate which course and check "yes" in item #22 below.

16. Prerequisite(s): Yes No

17. Corequisite(s): Yes No

* If Originator is uncertain of this entry, please consult with Program/Department Director/Chair.



18. Documentation attached: Syllabus Detailed Course Outline

19. If this course has been offered as a topic, please enter topic abbreviation, number, and suffix:* Not offered as a topic course.

20. How often will this course be offered once established? Once per year.

PROGRAM DIRECTOR/CHAIR - COLLEGE CURRICULUM COMMITTEE SECTION:
(Mandatory information – all items in this section must be completed.)

21. Does this course fulfill a requirement for any major (i.e., core course or elective for a major, majors in other departments, minors in other departments)? Yes No

If yes, please specify:
 Required in the Certificate of Advanced Study in Brewin Science and elective in the Certificate of Specialized Study in Basic EngiBeering™ .

22. Does this course impact other discipline(s)? *(If there is any uncertainty as to whether a particular discipline is affected, check "yes" and obtain signature.)* Yes No

If yes, obtain signature(s). Any objections should be stated in writing and attached to this form.

CoBA Programs Discipline	_____	_____	_____Support	_____Oppose
	Signature	Date		
Discipline	_____	_____	_____Support	_____Oppose
	Signature	Date		

SIGNATURES : (COLLEGE LEVEL) :

(UNIVERSITY LEVEL)

1. Rebeca Perren 1/31/18
 Originator (please print or type name) Date

2. *[Signature]* 1/31/18
 Program Director/Chair Date

3. College Curriculum Committee 2-1-18
 Date

4. *[Signature]* 2-1-18
 College Dean (or Designee) Date

5. _____ Date
 UCC Committee Chair

6. _____ Date
 Vice President for Academic Affairs (or Designee)

7. _____ Date
 President (or Designee)

* If Originator is uncertain of this entry, please consult with Program/Department Director/Chair.

**ENTR 400 – Entrepreneurship and Marketing in the Craft Beer Industry
(PROSPECTIVE COURSE OUTLINE/SAMPLE SYLLABUS)**

Spring, 20xx CN xxxxx

Txxxdays, x:x0-x:x0pm MARK xxx

Instructor TBD

Email TBD

Office TBD

Best contact number TBD

Course Description:

This course explores the management and marketing challenges inherent in starting a new craft brewing venture. The course covers key entrepreneurial topics such as the role of the founder; the power of stories to new venture creation; social entrepreneurship; human resources; and negotiation strategies. Market analysis, brand positioning, packaging, pricing, distribution and promotional campaigns will be explored as parts of an overall marketing strategy.

This course is designed to help you anticipate the various management and marketing challenges present in the craft beer industry so that you may build the skillset necessary to create and build long-term value in your new venture.

Student Learning Outcomes:

Upon successful completion of the course, students will be able to:

1. Explain the role of the founder's purpose and the founding *story* to the eventual success of a new craft brewing venture. [SEP]
2. Understand and further hone your trust-building skill as an entrepreneur. [SEP]
3. Understand the benefits and challenges of collaborative vs competitive business models for hyperlocal craft brew ventures. [SEP]
4. Recognize the viability of social entrepreneurship as a business model for new craft brewing ventures. [SEP]
5. Explain the fundamental concepts of marketing strategy and branding
6. Formulate sections of a marketing plan: situation analysis, segmentation, targeting, and positioning strategy as well as elements of the marketing mix.
7. Identify both online and offline strategies to create and communicate value for customers. [SEP]
8. Determine how to measure the impact of marketing campaigns.

Prerequisites: none

Textbooks:

1. The E-Myth Revisited (Gerber, 1995) ISBN: 9780887307287, referred to as **E-Myth**
2. Start Something That Matters (Mycoskie, 2011) ISBN: 9780812981445, referred to as **Start Something**
3. So You Want to Start a Business? (Hess, 2009) ISBN: 9780137126675, referred to as **So You Want?**
4. Beyond the Pale: The Story of Sierra Nevada Brewing Co. (Grossman, 2013) ISBN: 9781118007365, referred to as **Beyond the Pale**
5. Craft Beer Marketing & Distribution (Colburn, 2015) ISBN: 9780692503911, referred to as **Craft Beer**

Course Activities:

Quizzes: Five quizzes will be included to allow demonstration of mastery of each major section of the course. These quizzes will be worth 40 points each.

Test: One mid-term worth 200 points to cover the first half of topics in the course.

Project & Presentation: Each student will complete a branding project that includes marketing elements and deliverables. The project report describing the deliverables will satisfy the All-University Writing Requirement. Each student will also present their work to the class during the final class session.

Exam: A final exam worth 200 points will cover topics from the entire course.

Participation & Contribution: Each student will be expected to contribute to the course by attending regularly and providing valuable inputs to the course discussion.

Grading Scheme:

	# of Items	Pts. Per Item	Total Points
Quizzes	5	40	200
Project & Presentation	1	200	200
Midterm Exam	1	200	200
Participation & Contribution	1	200	200
Final Exam	1	200	200
			1000

Final course grades will be based on the following scale:

Letter grade	Point Range	GPA points
A	930-1000	4.00
A-	900-929.99	3.75
B+	870-899.99	3.25
B	830-869.99	3.00
B-	800-829.99	2.75
C+	770-799.99	2.25
C	730-769.99	2.00
C-	700-729.99	1.75
D+	670-699.99	1.25
D	630-669.99	1.00
D-	600-629.99	0.75
F	0-599.99	0.00

Anticipated schedule:

Lectures	Topics /Readings
Week 1	Orientation & Overview Course Expectations & Introductions Brewer = Founder = Entrepreneur = Trust-Builder
Week 2	The Founder, The Founder's Purpose, The Founding Stories Ethics & Culture-Setting the Foundation Engaging, Meaningful, Compelling Stories
Week 3	Working On vs In Your Business "I can't do everything..." Relinquishing Control & Getting Help The Human Equation: finding, keeping, developing good team members
Week 4	Social Entrepreneurship: fad or rad? What's Your Alpargata? Baking Good into Your Goods
Week 5	Being Responsible Building Community by Being Hyperlocal Collaborative or Competitive Models in the Industry
Week 6	Negotiation Strategies Integrative Bargaining vs Distributive Bargaining Getting to No (fast) vs Getting to Yes
Week 7	Sustainability
Week 8	Mid-Term Exam and Discussion of Projects

Week 9	Developing a Marketing Strategy Identifying opportunities using Segmentation, Targeting and Positioning Differentiation and Competitive Advantage Evaluating marketing campaign Success
Week 10	Building your Brand Product Mix and Pricing Strategies Packaging
Week 11	Distribution and Sales Managing the Relationships On vs. Off Premise Distribution
Week 12	Effective Communications Mix Grassroots Promotional Campaigns and Guerilla Marketing Direct Customer Interactions (tours, tastings, etc)
Week 13	Digital Marketing Tools Leveraging Social Media for Business Success
Week 14	When Things Go Wrong -image/brand crisis management -negative cash flow -missed sales mark -nobody wants as much as we made -key employee turnover -etc.
Week 15	Presentations & Review
Week 16	FINAL EXAM

Academic Honesty:

Students will be expected to adhere to standards of academic honesty and integrity, as outlined in the Student Academic Honesty Policy. All written work and oral presentation assignments must be original work. All ideas/material that are borrowed from other sources must have appropriate references to the original sources. Any quoted material should give credit to the source and be punctuated with quotation marks.

Students are responsible for honest completion of their work including examinations. There will be no tolerance for infractions. If you believe there has been an infraction by someone in the class, please bring it to the instructor's attention. The instructor reserves the right to discipline any student for academic dishonesty, in accordance with the general rules and regulations of the university. Disciplinary action may include the lowering of grades and/or the assignment of a failing grade for an exam, assignment, or the class as a whole."

ADA Statement:

Students with disabilities who require reasonable accommodations must be approved for services by providing appropriate and recent documentation to the Office of Disability Support Services (DSS). This office is located in Craven Hall 5205, and can be contacted by phone at (760) 750-4905, or TTY (760) 750-4909. Students authorized by DSS to receive reasonable accommodations are encouraged to meet with me outside of class, e.g. during my office hours in order to ensure confidentiality.