Pre-MBA

Entrepreneurship – The Marketing Plan
Who Takes This Course

Level VI Pre-MBA CAP students who are planning to attend University of Delaware MBA program or other graduate business program, and Level VI students interested in learning how to start their own businesses.
These texts help you develop your own marketing strategy and plan for the business you would like to start.
Objectives

To develop an understanding of the various departments that make an entire business

- To learn how to write original research, such as observation logs, focus groups and surveys
- To use this research to develop a marketing strategy for your company
Reading Activities

• To read the text material and supplement it with articles from “Entrepreneur Magazine”

• To learn to combine materials from different media, such as text books, periodicals, databases and the Internet to write a Marketing and Strategy Plan.
Writing Activities

• Write a marketing plan and strategy about:
  • Your target market
  • Positioning your product or service to grow your small business
  • The core competency of your business
  • Your competitive advantages
  • Locating your marketing niche
Presentation Activity

• With your team members, present your marketing plans to the class and to a member of the Small Business and Developing Center

• Develop your English presentation skills, practicing techniques from Presenting in English, by Mark Powell
Value Added Pre-MBA

• Two corporate site visits per session
• Access to the Exelon Investment Trading Center
• Lunch and conversations with entrepreneurs – individuals starting their own businesses
• Sit in on one or two UD MBA classes
• Tutoring by Pre-MBA instructor on all phases of graduate school applications, including application essays and role playing admissions’ interviews
• Letters of Recommendation from Pre-MBA instructor
Why Pre-MBA?

• Develop your academic skills to prepare you to study, without undue stress, in the highly competitive environment of the American MBA classroom.
Questions? Need more information?

Please contact Dan Murray.

• Email: domurray03@gmail.com