Entrepreneurship

MMC Project Group

Course Overview

A crash course on how to launch your product or service. Learn the industry-leading software and platforms available for your type of business and how to think like an entrepreneur. We will be learning about Amazon sales, Etsy, Walmart.com, Shopify, Google Analytics, Tag Manager, Page Speed Insights, Search Console, seed funding, developing your minimum viable product, WordPress, Wix, Square Space, Mail Chimp, domain name service (DNS) providers, time management, and finding a mentor.

Instructor

Luke Jacobs
jacobs.1204@osu.edu

Meeting Times

Thursdays @4:30pm-5:30pm (9/2/21 to 12/2/21)

Contact

Please feel free to email or carmen message me with any questions you have. I check my email daily and will most likely respond the same day, but it might take 24 hours to get back.

Materials

Presentation software such as Google Slides, Canva, Microsoft PowerPoint.

Attendance and Participation

Please login to zoom at the start of class, I will wait 2-3 minutes to make sure that all students are in before beginning. Each week of attendance is worth 3 points for the 14-week session. You can earn full points by arriving on time, participating and completing assignments. If you are going to be late or absent, please let me know ahead of time. If you have to leave early send me a message on zoom at the beginning of the class.

Grading

Attendance	42 points
Assignment 1	10 points
Assignment 2	10 points
Assignment 3	10 points
Final Project	20 points
Total	102 points

Each assignment kind of contributes to the thought process of the final project

Assignment 1

Create a slideshow and submit it to the Carmen Classroom under the assignments tab.

Create a slideshow with **one slide for each of the following topics:**
1. Your Product and partner's name if applicable
2. Domain Name Service (DNS)
3. Website Plan
4. Email Marketing Strategy
5. Google Marketing Platforms
6. E-Commerce Strategy

Each slide should include:
1. The topic (from the above list)
2. Your current strategy for increasing sales of your product for each slide.

This will function as the outline for the final project. It does **NOT** have to be a detailed and specific approach as of now, just write your current blueprint with the knowledge you already have. See an example **HERE**.

Assignment 2

Submit to Carmen your plan for creating a web-presence for your product. This plan should be very concise and well thought out. Please include:

1. You and your partners names, your product
2. The DNS provider, website platform, and Google Marketing products that you plan to use
3. The chronological order of your plans
4. Estimated expected monthly and yearly cost
5. Reasoning for your decisions

Send the email to Jacobs.1204@osu.edu and CC your partner if applicable. Only one email per group needs to be sent. You will be graded on your explanation of your thought process and how accurately your plan matches your specific product.

Assignment 3

Submit to Carmen your plan for creating an e-commerce account for your product. This plan should be very concise and well thought out. Please include:

1. You and your partners names, your product
2. The e-commerce platform you plan to use (if multiple then please specify)
3. The chronological order of your plans
4. Estimated expected monthly and yearly cost (can be in the form of fees, percentage of profits taken by the e-commerce site, etc.)
5. Reasoning for your decisions.

Send the email to Jacobs.1204@osu.edu and CC your partner if applicable. Only one email per group needs to be sent. You will be graded on your explanation of your thought process and how accurately your plan matches your specific product.

Final Project

Create and present your final pitch presentation. This presentation should include all the topics from assignment 1 with an in-depth explanation of your product sales strategy. This presentation should serve as a product-line pitch that you will head. Your plans should be actionable, and you should be able to elaborate on your thought process for your strategy. Only one presentation per group is necessary.

Schedule

Meeting	Objectives
Week 1 9/2/21 4:30-5:30pm	• Introduction and expectations • Course summary • Select your product/service • Choose your team/work alone • Assignment 1 breakdown
Week 2 9/9/21 4:30-5:30pm	• **Assignment 1 DUE BEFORE CLASS** • What's an MVP? • Benefits of e-commerce, digital marketing, and strategy
Week 3 9/16/21 4:30-5:30pm	• Building a web presence • Choosing a DNS provider ○ HostGator, Shopify, Google Domains, GoDaddy, Cloudflare, Azure DNS • Introduction to websites • Assignment 2 breakdown
Week 4 9/23/21 4:30-5:30pm	• Email promotions and best practices • MailChimp • How to avoid sending to the spam inbox
Week 5 9/30/21 4:30-5:30pm	• Introduction to building a web-presence ○ Wordpress, SquareSpace, Wix, etc. • Knowing the advantages and disadvantages of each platform
Week 6 10/7/21 4:30-5:30pm	• In-depth understanding of WordPress • Choosing your website building platform • Introduction to the Google Marketing Platform
Week 7 10/14/21	NO CLASS – Autumn Break
Week 8 10/21/21 4:30-5:30pm	• **Assignment 2 DUE BEFORE CLASS** • Going over assignment 2 in class (feedback, improvements, and best practices) • Google Marketing Platforms ○ Analytics, Tag Manager, Search Console, PageSpeed Insights
Week 9 10/28/21 4:30-5:30pm	• Strategy and connections between websites, DNS, and Google Marketing Platforms • Introduction into e-commerce platforms
Week 10 11/4/21 4:30-5:30pm	• Part 2: lesson on advantages and disadvantages of e-commerce platforms ○ Amazon FBA/FBM, Walmart.com, Etsy • Choosing your e-commerce platform
Week 11 11/11/21	NO CLASS – Veteran's Day

Week 12 11/18/21 4:30-5:30pm	• Part 3: in-depth advantages and disadvantages of e-commerce platforms ○ Amazon FBA/FBM, Walmart.com, Etsy • Final Assignment Breakdown
Week 13 11/25/21	NO CLASS – Thanksgiving Break
Week 14 12/2/21 4:30-5:30pm	• **Final Project DUE, will present in class** • In-class presentation of final projects • How to find a mentor • Becoming an entrepreneur