Colton-DeMartino: Web-based Marketing Modules: A university-wide resource to advance entrepreneurship and commercialization activities

I. Project Outcomes

The “Web-based Marketing Modules: A university-wide resource to advance entrepreneurship and commercialization activities” project was designed to serve as a marketing primer for the technical and creative students with interests in entrepreneurship or product/service commercialization.

The logic of the projects was as follows: Technical and creative students in a career focused university often wish to understand the processes of commercializing their expertise either inside existing companies or through entrepreneurial new ventures. These students, however, are limited in the number of business courses they can take. Many students are unable to learn marketing, but wish to take an Entrepreneurship or Internet Marketing course.

With the funding provided by the PLIG, we have been able to create a scalable, website that serves as a Marketing Primer for Entrepreneurship and Commercialization. This preliminary site may be viewed at: http://www.cob.rit.edu/newbiz/.

Site content was developed/created based upon faculty and student input. Non-College of Business students were surveyed in two entrepreneurship courses in spring of 2005 (2004-03). Site modules were established as follows:

- Market Opportunity (opportunity recognition)
- Target Markets
- Value Proposition
- Marketing Plans
- Marketing Resources

The website is designed for expansion, both in terms of new marketing modules and functional areas such as Accounting.

While there are currently no Web Cast speakers modules, agreement has been made with the “Rochester Entrepreneurship Conference” sponsored by the University of Rochester, RIT, and High Tech Rochester to digitally record specific speakers for inclusion on this site.
The website currently serves as a resource for the Fall 05 (2005-01) quarter sections of the Entrepreneurship course (0102-490). It will also serve as a resource for various sections of different marketing courses such as Principles of Marketing and Internet Marketing.

The RIT High Tech Incubator (Venture Creation) and its adjoining Student Business Development Lab have also expressed interest in use of the Primer.

II. Project Evaluations

The Web-based Marketing Modules project beta site was established in August 05. It is currently being evaluated by students in the COB’s fall entrepreneurship courses. It is required reading for the course and a starting point for assignments based upon ‘opportunity recognition’. The website content will be adjusted based upon the feedback of these and future students. It will also gain feedback from Internet Marketing students in the upcoming quarter and students participating in the RIT Student Business Development Lab. In addition to this feedback, the site will also request user information concerning other helpful marketing material related to entrepreneurship and commercialization.