

Fall 2013 Special Topics To Consider

MK-755A Marketing Plan Design & Development

Prerequisite: None

Note: This course may be used as an MSMA elective and a Marketing Concentration elective in the MBA. It may also be used to serve as an MBA unrestricted elective or an outside elective for certain MS degree programs.

Course Description:

MK755A focuses on solving current business problems with company management. Emphasizes the use of multidisciplinary skills to identify, define, and solve complex issues within the firm. Covers multiple topics including finance, accounting, management, marketing, technology, and the law. Helpful to understand technology and cultural idioms. Involves significant group work and the ability to meet tight deadlines. Deliverables may be sequential, but often unrelated and with frequent changes throughout the semester. Need immense curiosity, ability to research, search capability, and experience investigating multiple industries. Emphasizes the ability to use both written and oral skills in formal business presentations to top management. Requires the ability to defend analyses and recommendations under pressure and strict time constraints. Mirrors working conditions and expectations of corporate partner's employees.

Course Learning Objectives:

The Corporate Immersion project goal is to develop a comprehensive understanding of Angel and First Round financing of start-up companies. This course provides an overview of the venture capital industry from multiple vantage points: that of the venture capitalist, the entrepreneurs who create startups, the limited partners who provide capital for funds, and the legal and business advisers who help make deals happen. The course considers the venture fund formation process as well as the processes VC use in evaluating, investing in, and exiting companies. Close attention is paid to early stage companies and the venture capital funds focused upon them. This course considers issues which an attorney or business person should be familiar with, but cannot cover all sectors of VC or areas of law implicated by a deal. Legal areas such as employment, tax and securities law are only tangentially addressed. Business and legal issues are emphasized over judicial opinions.

Faculty:

The course is co-taught by **Professor Perry Lowe**, Senior Lecturer, Marketing and **Professor Woody Benson**, Bentley University Executive in Residence.

Woody Benson was named one of the top 100 Venture Capitalists of 2009. His colleagues think Woody's not a typical VC, but a business partner and fellow executive who helps to build winning companies. Some of that must be true because as the head of Prism VentureWork's digital media practice he's a director for LogMeIn (NASDAQ: LOGM), KickApps, Worldwide Biggies , 5:1, Expo and Conduit Labs. Formerly, he was on the board of Maven Networks, acquired by Yahoo! (NASDAQ: YHOO) and M:Metrics, acquired by comScore. (NASDAQ: SCOR). Prior to becoming a venture capitalist, Woody had an extensive operating career, including serving as Chairman, President and CEO of MCK Communications (NASDAQ: MCKC) and a senior executive at Shiva Corporation

(NASDAQ: SHVA) and Lotus Development (NASDAQ:LOTS). Woody is a member of On Hollywood's Top 100, was the Mass Telecom Council's 1999 "CEO of the Year" and serves on the board of the Massachusetts Network Communications Council, the MIT Enterprise Forum 10-250 Committee, The American Red Cross-Metro West and the Bentley University Private Equity Council. His favorite blogs are gigaom.com, paidContent.org, and techmeme.com.

Professor Lowe is a specialist in social media and has worked with more than a dozen companies in his Corporate Immersion classes in the past few years. Corporate Immersion project courses at the graduate and undergraduate level enable students and industry to jointly solve current business problems. Lowe's applied research has focused on the use of technology to accelerate learning and he is considered a national authority on Tablet PCs. Lowe has also worked closely with Microsoft Corporation on the development and testing of new software and hardware. He has also been a judge in the Microsoft U.S. and International 2008 Imagine Cup software development competition for college students. For Imagine Cup 2009, Lowe helped expand the scope of the competition to include primary market research and a Business Plan to increase the commercialization potential for all participants. His further work in the international arena includes the co-founding of The Consortium for the Study of Virtual Global Collaboration which enables students at the National University of Ireland in Galway, University of Ulster, Northern Ireland, University of Massachusetts in Amherst and Bentley to work collaboratively over the web in cross-cultural and cross-functional project teams. More recently, he was named the 2010 co-recipient of the EFMD Excellence in Practice Award at the EFMD Annual Conference in Wiesbaden, Germany for his Corporate Immersion projects and hosted the Bentley University Collaborative Consumption Summit featuring Rachel Botsman, and CEO's from Swap.com, RelayRides, and RentCycle. Prior to Bentley, he was a product manager at General Foods and at Gillette, and also worked as director of marketing for Estee Lauder Cosmetics. His entrepreneurial interests include co-founding Cinema Centers Corporation and Theater Management Services as well as the Lowe Group of Companies, focusing on broadcasting, hospitality and real estate. His teaching has earned him Bentley's Teacher of the Year in 1995, Marketing Professor of the Year in 1997, and Who's Who Among America's Best Teachers Hall of Fame.

For questions contact plowe@bentley.edu.