



Entrepreneurship and Innovation Courses

Business Fundamentals and Advertising for Startups (open to all students)

ENT 490R Sec 006 (3 credit hours)

Mon, 3:30-6:00 p.m., W208 TNRB

This class teaches the fundamentals of starting and building a business with limited up-front capital (a.k.a., starting a six-figure business for \$3k or less using digital marketing strategies). The class covers several areas: foundational principles for individuals considering starting their own business, approaches to identify a profitable business opportunity and establish an online presence, website optimization, and online marketing and advertising using Google Ads, Facebook, and other platforms. Instructor: Brigham Dallas is a serial entrepreneur and runs multiple successful online

and brick-and-mortar businesses.

Entrepreneurial Online Marketing (open to all students)

Ent 490R Sec 003 (3 credit hours)

Tue, 3:30-6:00 p.m., W242 TNRB

This course will provide a detailed overview of the technical skills of planning, building, and running an online marketing campaign on a variety of platforms. Student will work in teams and be able to manage an actual Google Ads account with up to \$10,000 to spend every month. Students will write and manage ads that run for businesses and will become certified by Google as a qualified AdWords manager by the end of the semester. Course content will also cover the technical details of Facebook and Instagram advertising as well. It will also cover approaches to understanding advertising effectiveness and optimizing for improved performance.

Instructor: William Arnett runs a successful digital marketing and ticketing platform business with community theaters across the country as clients.

Startup Bootcamp (open to all students)

BUS M 313 (1 credit hour, requiring only two days)

Sat, 26 Jan, 8:00 a.m.-4:00 p.m. and Thu, 31 Jan, 5:30-8:30 p.m. (Sec 001)

Sat, 23 Feb, 8:00 a.m.-4:00 p.m. and Thu, 28 Feb, 5:30-8:30 p.m. (Sec 002)

Sat, 9 Mar, 8:00 a.m.-4:00 p.m. and Thu, 14 Mar, 5:30-8:30 p.m. (Sec 003)

A focused workshop-style class where you will learn and apply “lean startup” principles to develop, test, and validate a business idea and build a business model to go to market.

Instructor: Brian Reschke teaches undergraduate and MBA innovation and entrepreneurship courses in the Marriott School.

Launching Leaders Lecture Series (open to all students)

Ent 490R Sec 004 (1 credit hour)

Tue, 11:00-11:50 a.m., 284 TNRB

This weekly lecture class will cover essential principles for success in life and business, including personal effectiveness principles from Steven Covey and Franklin Quest and other great sources. Topics include individual productivity, happiness, financial self-reliance, communication, sales, basic business principles for success, and leadership.

Instructor: Jim Ritchie is a former executive with Franklin Covey has taught this course for many years, and we are excited to have him offering it again. (Mike Hendron is listed currently as a placeholder instructor)

Tech Entrepreneurship Lecture Series (open to all students)

ENT 382 (1 credit hour)

Tue, 3:00-3:50 p.m., 251 TNRB

This class brings in successful entrepreneurs each week to discuss their experience and share lessons learned. This class has a great sequence of lecturers, and is a little smaller than the main lecture series class, so you are more likely to have a chance to interact with the guests. You will also need at least one lecture series class to graduate as well, so if you haven't done it yet this is a great option. Steve Liddle, the instructor who coordinates the class, teaches app development. Every week will be a presentation by a different successful local entrepreneur.