Abstract
Anecdotal discussions with students since I began teaching in 2006, concerning specific application of marketing
principles and promotional techniques in entrepreneurial small enterprises in my other marketing courses had
been frequent. Requests for help from students, friends and families of students for marketing plans and integrated
communications plans were numerous. In 2010, I designed a course, MKTG 4666, Marketing for Small Ventures
to meet this need. Since then, I have conducted the class 12 times with 408 students, serving local clients in
Kennesaw Each client received customized marketing plans, market studies and campaigns. The net gain for
the students is an opportunity to utilize their marketing education and skills to assist a real world, local business
with marketing expertise and social media plans. The net gain for the client is help with marketing efforts, at
minimal cost and often, with new customers and increased business. Clients visited class and students visited the
client’s site or future site. The City of Kennesaw has been involved with students and providing economic and
demographic data to class and students. Survey data is being gathered from students and entrepreneurs to assess
social media before and after knowledge and campaign results.

Executive Takeaways:
• Most entrepreneurs do not understand marketing campaigns.
• Most entrepreneurs don’t understand the business application of social media.
• Few entrepreneurs appreciate the need to analyze social media data.
• Small businesses have minimal appreciation for research in making decisions.
• Government entities have little experience in entrepreneurial engagement.

References:
None.

Keywords: social media, entrepreneurs, small business ventures, marketing campaigns, research

Relevance to Marketing Educators, Researchers and Practitioners: This is an opportunity for marketing
educators to engage university students with local small business ventures in a practical application of classroom
knowledge; and secondly, for educators and entrepreneurs to understand the need and use for a social media plan
and its impact. As survey data is gathered from students and the engaged entrepreneurs, additional insight will
be gained with data based research.

Author Information:
Mike Serkedakis is a Senior Lecturer of Marketing and Professional Sales and The Center for Professional
Selling at Kennesaw State University. He is engaged with real estate, marketing and sales consulting.

TRACK: Entrepreneurship / Small Business Marketing