SW 799-001 FA 2015: Social Entrepreneurship

Saturday, September 12, 2014, 9:00 a.m. – 5:00 p.m.

Sunday, September 13, 2014, 9:00 a.m. – 5:00 p.m.

Room SSW B684

INSTRUCTOR

Janice Williams Miller, MBA
LEO Adjunct Professor 734-763-9211
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COURSE DESCRIPTION

This fun and fast-paced, rigorous mini-course occurs in 15 hours over two consecutive days. We will use a team approach to tackle the charge of designing a social marketing plan to change a selected behavior. Teams will choose organizations through which they will conceive and implement their plans.

OBJECTIVES

1) Obtain a basic understand of social entrepreneurship/enterprise as distinct from entrepreneurship/enterprise.

2) Produce a social marketing plan.

Using Lee and Kotler's framework in their book *Social Marketing: Changing (Influencing) Behaviors for Good*, we will focus most of our study on the social marketing aspect of operating a social venture. Please bring this text and your laptop to class both days.

1. We will examine the basic concepts of social entrepreneurship.

2. Students will form groups and select organizations for which you will create social marketing plans. Consider your own venture idea, your field placements, agencies where you have worked, agencies where you'd love to work, or !! a local start up !! whose founder plans to join us for final presentations.
3. Groups will spend two days completing a social marketing plan. The worksheet in Appendix A of Lee and Kotler's book will guide the process. The scribe from the group will submit the completed worksheet by Sunday at 3:00 p.m.

4. Beginning at 3:00 p.m. on Sunday, groups will make 5-minute, two slide oral presentations of your plans to your colleagues, our esteemed guests, and me. Group members will respond to questions as they arise.

5. Students will write short individual reflections, evaluations, and (for fun/extra credit) the word origin of entrepreneur. (Remember anything from French class?)

ASSIGNMENTS & GRADE VALUE

1. **Class Participation & Attendance (30%)**: Attendance and full participation is required. Please bring the text and necessary electronic devices (laptop, etc.) to complete group work.

2. **Social Marketing Plan (40%)**: Each group will select an organization in the social sector and create a social marketing plan using Lee & Kotler’s worksheet (Appendix A). Two (2) sample papers from other classes are available on Canvas.

3. **Presentation (25%)**: Groups will present their plans on the last day of class. Presentations will be five minutes with two slides.

4. **Reflection (5%)**: Students will consider their roles on their teams and their affinity for social entrepreneurship.

REQUIRED TEXT

Please notify me if you require any accommodations due to a disability.
COURSE OUTLINE

Saturday, September 12, 2015

• 9:00 a.m. – 9:20 a.m. Syllabus, assignments review, introductions, groups, topics
• 9:20 a.m. – 10:15 a.m. Lecture
  o Social Entrepreneurship vs Entrepreneurship
    ▪ Similarities and differences—legal, accounting, tax, by-laws, Boards,
    ▪ Intrapreneurship
    ▪ Triple bottom line: beware the MBAs
  o Social Entrepreneurship vs Social Enterprise
    ▪ Similarities and differences
    ▪ Social impact/mission vs profit
    ▪ Sustainability vs market share
    ▪ Life cycle (e.g., CAPS waned in viability when local public schools tutored.)
  o Social Marketing vs Marketing
• 10:15 a.m. – 10:30 a.m. Break
• 10:30 a.m. – 5:00 p.m. Group work (Break as needed.)
  o Questions one through six of marketing plan worksheet (Appendix A).

Sunday, September 13, 2015

• 9:00 a.m. – 9:30 a.m. Q & A
• 9:30 p.m. – 3:00 p.m. Group work (Break as needed.)
  o Complete and submit the social marketing plan.
  o Prepare presentation.
• 3:00 p.m. – 4:00 p.m. Presentations
• 4:00 p.m. – 5:00 p.m. Reflection
  o Discussion
  o Individual written