

## **INTEGRATING ENTREPRENEURSHIP INTO THE MARKETING CURRICULUM**

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### **ABSTRACT**

In recent years, the search for entrepreneurial relevance in business schools has been given additional impetus. Entrepreneurs complain that business schools often fail to meet their needs. Their major concern is that the traditional marketing strategies and tactics of Fortune 500 companies simply don't work for start-up companies.

The purpose of this roundtable discussion is to explore issues regarding entrepreneurship and marketing education. Faculty, students, and entrepreneurs in residence at the Marriott School, Brigham Young University, have pursued several

initiatives related to integrating entrepreneurship into the marketing curriculum. These initiatives include Courses – Creating and Managing New Ventures, Entrepreneurial Marketing, Managing Entrepreneurial Firms and Family Businesses, Financing New Ventures – entrepreneurship lecture series, student mentoring, and business plan competition.

These initiatives will provide the starting point for the roundtable discussion. Participants will share ideas, activities, and best practices regarding integrating entrepreneurship into the marketing curriculum.