

**EEE382 Mid-term Exam  
Spring 2006  
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*This exam consists of one question but many different elements that collectively constitute your exam submission. It is assumed that you are familiar with the RM text, all readings and class discussion content **BEFORE** attempting to formulate your answer. It is also assumed that access to these sources allows you to enhance your submission substantially above that of an in-class exam.*

*Maximum points possible [100]*

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*“A foolish extravagant spirit,  
full of forms, figures, shapes, objects, ideas, apprehensions, motions, revolutions.  
These are begot in the ventricle of memory”  
~Shakespeare (sonnet 113)~*

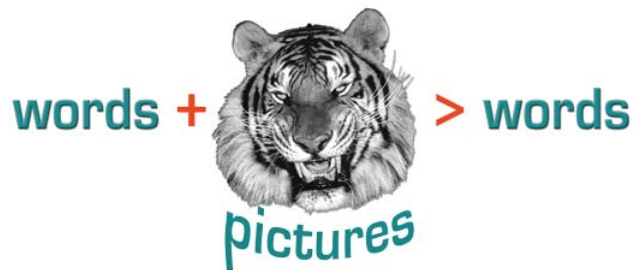
**Purpose of Exam:**

This exam is an exercise in communication. There are multiple ways one can communicate. Using words alone isn't effective for a lot of topics and most definitely is not adequate for entrepreneurial marketers.

We are visual creatures. The ancient philosophers encouraged their learners to visualize, draw, and use drama as they develop new ideas in order to retain them. Images, real or imagined have been essential means of communication for eons: from Egyptian hieroglyphics to mental images used to describe Freudian dream fantasies. Even in modern times **imaging** is seen as the basis for comprehension during whole-brain learning in all disciplines.

Perhaps more importantly, the Sesame Street – MTV -- Xbox generation has a highly developed visual sensitivity. In his book “Digital Game-Based Learning”, Marc Prensky claims:

*“In previous generations, graphics were generally illustrations, accompanying the text and providing elucidation. For today’s Games Generation, the relationship is almost completely reversed: the role of text is to elucidate something that was first experienced as an image.”*



**Objectives for the Exam:**

- To **communicate** what you've learned about entrepreneurial marketing during the first half of the course;
- To **communicate** your thoughts first without words, and then to interpret them with words;
- To **communicate** your mastery of entrepreneurial marketing through the attitudes and behaviors you demonstrate in your exam answer;
- To **communicate** your response to your peers' perceptions and interpretations.

### **Question for the Exam:**

You may read about entrepreneurial marketing, study it and think you understand it, but until you make it real to yourself and start DOING it, its true meaning and that magic touch you admire in Randall Grahm, Richard Branson or The Grateful Dead will not be accessible to you. On the first day of class, you were introduced to the goal of searching for the “holy grail” of entrepreneurial marketing. Since then, clues and pointers that guide you towards discovering the “holy grail” have been given in the syllabus, reading assignments, class sessions, secrets, learning log feedback, Radical Marketing text, the book you critiqued, the jamming session, etc. You are now at the mid-point of this semester’s adventure. In the second half of the course, you will need to drink from the “holy grail” and apply its magic as you practice BEING an entrepreneurial marketer.



*'Knowledge of the path cannot be substituted for putting one foot in front of the other.'*

~ M. C. Richards ~

The key question right now is: **What is the much sought-after “holy grail” of entrepreneurial marketing?** Develop a personal artistic composition (from hereon referred to as “X”) that represents the holy grail of entrepreneurial marketing. Explain the symbolism of your “X” in 500 words or less. Incorporate ten quotations from different readings for the EEE382 course in your explanation of “X”.

### **Process for Exam:**

Step #1: Complete your “X” for the mid-term exam at home.

Step #2: Bring your “X” to class on the due date; add your “X” to the class exhibition.

Step #3: Review everyone else’s “X” in the class exhibition.

Step #4: Write a one page paper during class time (instructions will be given to you in class).

Step #5: Submit your complete set of exam elements (“X” + explanation + 1 page paper) in class.

### **Due Date for Exam:**

You may submit either during Section A (Wed 3/8 @12:45-2:05pm) or Section B (Thurs 3/9 @5:15-6:30pm). To receive a grade, you must submit your exam in person during one of these times.

### **Some important and/or useful hints:**

1. In order to start formulating your answer, consider the unifying philosophy that points you to the underlying reality of entrepreneurial marketing. It might be useful to state this explicitly so it gives **theme and direction** to your submission.
2. Your “X” may be **any artistic expression**. It could be a different form of communication (e.g., music, a song or a poem) or a painting, collage, a sculpture, etc. It could also be a video clip (30 seconds to 10 minutes in length) from a movie, TV show or something original you produce (refrain from using TV advertisements --- this is an entrepreneurial marketing class).
3. The “X” you come up with should not be a grail look-alike nor should it be an empty box. You need to go beyond appearances in order to **find the deeper meaning** behind the words and concepts you’ve encountered thus far.
4. Be sure the quotations you select are related to your “X” and clarify its interpretation. Use MLA or APA citation format. You may not use the same source twice for your quotations i.e. **use 10 different** readings or cases from the course packet, RM text or other resources on BB. You also may not use quotations posted on BB for the book critiques or session material slides.
5. The article at **Presentational Zen** makes a comparison of presentations by Microsoft’s Bill Gates and Apple’s Steve Jobs. It also has important pointers for the exam i.e. your future.  
[http://presentationzen.blogs.com/presentationzen/2005/11/the\\_zen\\_estheti.html](http://presentationzen.blogs.com/presentationzen/2005/11/the_zen_estheti.html)
6. Finally, if your submission could apply equally to traditional marketers, then you need to **rethink your thinking**.

*Bon voyage on this stretch of your journey!*