

Department of Commerce- Finance (Unaided)

ENTREPRENEURIAL MARKETING

Course Code	COM1MN102				
Course Title	ENTREPRENEURIAL MARKETING				
Type of Course	Minor				
Semester	I				
Academic Level	100-199				
Course Details	Credit	Lecture per week	Tutorial per week	Practical per week	Total Hours
	4	3	-	2	75
Pre-requisites	1. Familiarity with entrepreneurial concepts and principles. 2. Understanding the entrepreneurial mind-set, including risk-taking, innovation, and opportunity recognition.				
Course Summary	This course is designed to provide students with a comprehensive understanding of marketing principles tailored to the unique context of entrepreneurial ventures.				

Course Outcome (CO):

CO	CO Statement	Cognitive Level*	Knowledge Category#	Evaluation Tools used
CO1	Acquire basic knowledge about entrepreneurial marketing concepts, and strategies	U	C	Examinations/Quizzes/Assignment/Seminar
CO2	Apply skills in selection of appropriate marketing strategy.	Ap	P	Project Assignment
CO3	Demonstrate a market plans suitable for entrepreneurs.	Ap	p	Project Role play
* - Remember (R), Understand (U), Apply (Ap), Analyse (An), Evaluate (E), Create (C) # - Factual Knowledge(F) Conceptual Knowledge (C) Procedural Knowledge (P) Metacognitive Knowledge (M)				

Module	Unit	Content	Hrs
I		Introduction to Entrepreneurial Marketing	10
	1	Concept of Marketing-objectives of marketing-Scope of marketing-Role of Marketing in Modern Business	3
	2	Definition and importance of entrepreneurial marketing-Characteristics of entrepreneurial marketing	2

	3	Identifying market opportunities-Customer segmentation and targeting– marketing mix	2
	4	Building a unique value proposition-Differentiation strategies- Positioning in the market	2
	5	Challenges Faced by Entrepreneurs in the Marketing Process	1
II	Product Development and Branding		11
	6	Concept of product-Product life cycle –stages in new product	2
	7	Branding and Positioning- Branding strategies	2
	8	Sales and Distribution Channels-Developing effective sales strategies- E-commerce and online sales for	3
	9	Development of marketing plan-steps in marketing planning	4
	Modern Marketing Strategies		14
	10	Concept of Marketing strategies-Significance of marketing	2
III	11	Features of Successful Marketing Strategy	2
	12	Pricing models and strategies	3
IV	13	Content Marketing- Guerrilla Marketing- Partnerships and Collaborations- Agile Marketing-	4
	14	Experiential marketing- Referral marketing, Data-driven decision-making- Influencer marketing	3
	Digital marketing for entrepreneurs		10
	15	Meaning and Significance of Digital Marketing.	1
	16	Social media marketing and content strategies	3
	17	Role of Digital Marketing in advertising and promotion- search engine marketing (SEM)	4
	18	Ethical Considerations in Entrepreneurial Marketing	2
	Open Ended Module, Practical exercises		30
V	1	Case Study : Analyze real-life or hypothetical case studies of successful and unsuccessful entrepreneurial marketing strategies.	
	2	Marketing Game: Organize competitions where students present their entrepreneurial marketing ideas or business plans.	
	3	Role play : Organize role-playing exercises where students take on the roles of entrepreneurs, marketers, and customers.	
	4	Institutional visit: Arrange visits to start-ups, incubators, or small businesses to observe entrepreneurial marketing in action.	
	5	Debate/Discussion/Seminar: 1. The Impact of Influencer Marketing on Entrepreneurial Success	

	<p>2.Role of social media marketing in Kerala</p> <p>2. Discuss challenges faced by entrepreneurs and the marketing decisions they made.</p>
6	<p>Group project:</p> <p>1. Organize social media challenges where students create and execute a social media marketing campaign for a hypothetical product and analyze the impact of their campaigns and discuss lessons learned.</p> <p>2. Assign project on creating a promotional campaign where they apply entrepreneurial marketing concepts and prepare a report about it.</p>

References:

1. Principles Of Marketing – Philip Kotler
2. Marketing Strategy – Santino Spencer
3. Digital Marketing Strategy – Simon Kingsnorth
4. Entrepreneurial Marketing – Philip Kotler, Hermawan Karatajaya, Hooi Den Huan, Jacy Mussry
5. Entrepreneurial Marketing – Ian Chaston
6. Entrepreneurship In Digital Era – Daniel Schallmo, Jens Patzman