

GROUP 2: ENTREPRENEURIAL LEADERSHIP

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	Operate business and segment the market	U	C	Examinations/Quizzes/Assignment/Seminar
CO2	Develop a marketing plan and brand	Ap	P	Project Assignment Exam
CO3	Select the pricing strategy	Ap	p	Project Role play Exam
CO4	Implement modern marketing strategies	Ap	P	Project Assignment Exam
CO5	Appraise and design a marketing model for a business	Ap	P	Project Assignment Exam
* - 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	Marks
I	Introduction to Entrepreneurial Marketing		10	15
	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	20
	6	Concept of product-Product life cycle –stages in new product development	2	
	7	Branding and Positioning- Branding strategies	2	
	8	Sales and Distribution Channels-Developing effective sales strategies-	3	
III		E-commerce and online sales for startups		
	9	Development of marketing plan-steps in marketing planning process	4	
	Modern Marketing Strategies		14	20
	10	Concept of Marketing strategies-Significance of marketing strategies	2	
	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
	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	
V	Practicum: It is recommended to conduct the following practical exercises		30	
	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	<p>Role play :</p> <p>Organize role-playing exercises where students take on the roles of entrepreneurs, marketers, and customers.</p>	
4	<p>Institutional visit:</p> <p>Arrange visits to start-ups, incubators, or small businesses to observe entrepreneurial marketing in action.</p>	
5	<p>Debate/Discussion/Seminar:</p> <ol style="list-style-type: none"> 1. The Impact of Influencer Marketing on Entrepreneurial Success 2. Role of social media marketing in Kerala <p>2. Discuss challenges faced by entrepreneurs and the marketing decisions they made.</p>	
6	<p>Group project:</p> <ol style="list-style-type: none"> 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. 2. Assign project on creating a promotional campaign where they apply entrepreneurial marketing concepts and prepare a report about it. 	

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

Mapping of Cos with POs and PSOs

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	Blooms Level
CO1	3	2	3	2	2	2	2	3	3	2	3	3	2	Apply
CO2	3	2	2	2	2	2	1	2	3	1	3	2	2	Create
CO3	3	3	3	2	2	2	1	2	3	2	2	3	2	Analyse
CO4	3	2	2	2	2	2	2	2	3	2	3	2	1	Apply
CO5	3	2	1	2	2	2	1	2	3	3	2	2	2	Evaluate / Create