

**GROUP 2: ENTREPRENEURIAL LEADERSHIP**

|                |  |                  |                   |                    |             |
|----------------|--|------------------|-------------------|--------------------|-------------|
| Course Code    | COM1MN102  |                  |                   |                    |             |
| Course Title   | <b>ENTREPRENEURIAL MARKETING</b>   |                  |                   |                    |             |
| Type of Course | Minor  |                  |                   |                    |             |
| Semester       | II   |                  |                   |                    |             |
| 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.<br>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 | U                | C                   | Examinations/Quizzes/Assignment/Seminar |

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|   | concepts, and strategies                                     |    |   |                    |
| 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)<br># - Factual Knowledge(F) Conceptual Knowledge (C) Procedural Knowledge (P)<br>Metacognitive Knowledge (M) |  |    |   |                    |

| Module                                     | Unit   | Content  | Hrs  |
|--|--|--|--|
| <b>I</b>                                   | <b>Introduction to Entrepreneurial Marketing</b> |  | <b>10</b>  |
|  | 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  |
| <b>II</b>                                  | <b>Product Development and Branding</b>          |  | <b>11</b>  |
|  | 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-E-commerce and online sales for startups | 3  |
|  | 9  | Development of marketing plan-steps in marketing planning process  | 4  |
| <b>III</b>                                 | <b>Modern Marketing Strategies</b>               |  | <b>14</b>  |
|  | 10   | Concept of Marketing strategies-Significance of marketing strategies   | 2  |
|  | 11   | Features of Successful Marketing Strategy  | 2  |
|  | 12   | Pricing models and strategies  | 3  |
|  | <b>IV</b>  | 13   | Content Marketing- Guerrilla Marketing- Partnerships and Collaborations-Agile Marketing- |
| 14   |  | Experiential marketing- Referral marketing, Data-driven decision-making-Influencer marketing                   | 3  |
| <b>Digital marketing for entrepreneurs</b> |  | <b>10</b>  |  |
| 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  |

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|   | 18  | Ethical Considerations in Entrepreneurial Marketing  | 2         |
| V | <b>Open Ended Module, Practical exercises</b> |  | <b>30</b> |
|   | 1   | Case Study :<br>Analyze real-life or hypothetical case studies of successful and unsuccessful entrepreneurial marketing strategies.  |           |
|   | 2   | Marketing Game:<br>Organize competitions where students present their entrepreneurial marketing ideas or business plans.   |           |
|   | 3   | Role play :<br>Organize role-playing exercises where students take on the roles of entrepreneurs, marketers, and customers.  |           |
|   | 4   | Institutional visit:<br>Arrange visits to start-ups, incubators, or small businesses to observe entrepreneurial marketing in action.   |           |
|   | 5   | Debate/Discussion/Seminar:<br>1.The Impact of Influencer Marketing on Entrepreneurial Success<br>2.Role of social media marketing in Kerala<br>2. Discuss challenges faced by entrepreneurs and the marketing decisions they made.   |           |
|   | 6   | Group project:<br>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.<br>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