



Course Title: Entrepreneurial Marketing

Course Code: ENTR703

Credit Units: 3

Course Level: PG

L	T	P/S	SW/FW	TOTAL CREDIT UNITS
3	0	0	0	3

Course Objectives:

- The main objective of the course is to provide a fundamental understanding of the underlying dimensions of creating, measuring, analyzing and managing the marketing function in a new business venture.
- The course will help the students to become familiar with the concept of an entrepreneurial firm working from a marketing perspective.

Pre-requisites:

- This course is intended for those students who are interested in learning about the marketing aspects of starting a new venture.
- The student should have a preliminary understanding of International Marketing, Marketing Principles and a Marketing Environment.
- For this purpose they should have successfully completed the courses, “Fundamentals of Entrepreneurial Marketing”, “Principles of Marketing” and “International marketing” offered by the University.

Student Learning Outcomes:

By the end of the course the student will be able -

- To describe, demonstrate and identify the distinguishing features of entrepreneurial marketing and be able to explain them from the perspective of proactive and innovative marketing.
- To illustrate and demonstrate an understanding of Product, Price, Promotion and Distribution Decisions from an Entrepreneurial perspective.
- To develop a healthy comprehension and an ability to apply the principles of marketing research for new product development.
- To ability to leverage marketing effort to make optimum use of scarce resources
- To analyze, evaluate and understand how to develop and implement a winning marketing strategy from an entrepreneurial perspective.

Course Contents/Syllabus:

	Weightage (%)
Module I : Characteristics of Entrepreneurial firms and features of Entrepreneurial Marketing	15%
What are the characteristics of Entrepreneurial firms from a marketing perspective? Features of Entrepreneurial Marketing Proactive orientation Innovativeness Focus on the Customer Utilizing opportunity Risk Management Value Creation	
Module II: Market Research , Segmentation, Targeting , Positioning and Pricing	15%
Value of Market Research for an entrepreneurial firm Segmentation, Targeting and Positioning Branding Considerations and Challenges in building a strong brand Need for new product development Types of new products Pricing Pricing for entrepreneurial firms Price sensitivity Pricing strategies Pricing from an international perspective.	
Module III: Distribution	15%
Going Directly to the customer Going directly to the retailer: bypassing the distributor Using Sales Agents Participate in established channel structure Set up your own intermediaries Deciding on the distribution Channel	
Module IV: Advertising & Promotions	15%
Creating a buzz Myths of viral marketing	

<p>Types of promotional Campaigns Planning a promotional campaign Establishing criteria for advertising success. Role of electronic media and social media in advertising and promotion</p>	
<p>Module V: New Product Development & Management</p>	<p>20%</p>
<p>Marketing considerations in New Product Development Eight Stages Idea Generation Idea Screening Concept Development & Testing Business Analysis Beta Testing and Market Testing Technical implementation Commercialization New Product Pricing</p> <p>Ansoff Matrix and Four Alternative Marketing Strategies</p> <p>For Existing Markets Market Penetration Product Development</p> <p>For New Markets Market Development Diversification</p>	
<p>Module VI: Strategic Marketing</p>	<p>20%</p>
<p>How to build an effective fully integrated strategic marketing plan Focus on value creation, brand equity and customer sustainability Investigate competitor dynamics & detect competitor strengths & weaknesses Incorporate marketing strategy into an overall business strategy Improve decision making processes by better linking marketing tools & techniques. Learn analytical tools & techniques to get better insights about consumer preferences and buying behavior.</p> <p>Marketing Warfare Strategies</p> <p>Offensive marketing warfare strategies Defensive marketing warfare strategies Flanking marketing warfare strategies Guerilla marketing warfare strategies Deterrence Strategies Pre-emptive strike</p>	

Flanking attack Sequential strategies Leapfrog strategies	
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Pedagogy for Course Delivery:

The course will be a combination of theoretical and practical teaching styles. Classroom interaction will definitely have to be an integral part of the learning experience. Case studies will be discussed and analyzed in class based on individual companies and their marketing strategies. Industry experts shall come and discuss their experiences with students. Students shall also create projects based on their understanding of the subject.

Assessment/ Examination Scheme:

Theory L/T (%)	Lab/Practical/Studio (%)	Total
100%	-	100%

Theory Assessment (L&T):

Continuous Assessment/Internal Assessment					End Term Examination
Components	Home Assignment	Project	Case Discussion	Attendance	
Weight age (%)	10%	10%	5%	5%	70%

Text :

- Hisrich , R.D. , & Peters, M. (2012) *Entrepreneurship*, 9th Edition McGraw Hill Education
- Kotler , & Armstrong (2004) *Principles of Marketing* 10th Edition Pearson Education
- Holt, D. *Entrepreneurship New Venture Creation* 4th Edition PHI

References:

- Drucker, P.F. 1993 *Innovation and Entrepreneurship*, Harper Business
- Crane, F.G. 2013 *Marketing for Entrepreneurs*, 2nd Edition, Sage Publications.
- Modish, L.N., Morgan, H.L. & Kallianpur, A. *Entrepreneurial Marketing: Lessons from Wharton’s Pioneering MBA Course*,
- Roy, R. (2012) *Entrepreneurship*, 2nd Edition Oxford University Press

Journals

- Emerald Emerging Market Case Studies, Emerald
- Journal of Entrepreneurship in emerging markets, Emerald
- Harvard Business Review
- Journal of Research in Marketing and Entrepreneurship, Emerald Group
- Emerging Markets Review Journal, Elsevier
- Journal of Entrepreneurship and Business Economics, Scientifica, Canada
- International Journal of Globalisation and Small Business, Inderscience.

Reports, Online, Websites:

- www.slideshare.net/royrajeev/entrepreneurial-marketing
- www.ekf.tuke.sk/files/utorok.pdf
- [www.academia.edu/.../The effect of **entrepreneurial marketing** on fir](http://www.academia.edu/.../The_effect_of_entrepreneurial_marketing_on_fir)
- www.marketing-schools.org/...marketing/entrepreneurial-marketing.htm