

ENTREPRENEURIAL MARKETING

OBJECTIVE:

To help the students enrich their knowledge on Entrepreneurship Development and Marketing

UNIT I - MARKETING AND ENTREPRENEURSHIP

Importance of Marketing in Entrepreneurship - Identifying Market Opportunities - Screening Entrepreneurial Ventures - Marketing in the New Ventures: Theory and Empirical Evidence
Marketing Driven strategy

UNIT II - MARKET DEVELOPMENT & ENTREPRENEURIAL PRICING STRATEGY

Positioning - Segmentation - Product/Service Development - Pricing for Entrepreneurs
Testing - Product Service lifetime & profitability

UNIT III - ENTREPRENEURIAL COMMUNICATION & DISTRIBUTION STRATEGY

Entrepreneurial Advertising - Public relations - Promotion - Franchising - Sales management
Product Launch - Distribution Management - Channels & issues

UNIT IV - ENTREPRENEURIAL MARKETING FOR SUSTAINABILITY

Marketing resource deployment and allocation - Entrepreneurial marketing for hiring, growth
and retaining employees - Marketing for financing activities

UNIT V - ENTREPRENEURIAL MARKETING FOR SMEs & BRAND MANAGEMENT

Marketing in Small-to-Medium-Sized Enterprises (SMEs) - renewal of existing businesses
market challenges - Internationalization - Innovative marketing strategies and practices - Building
strong brands and strong companies

TEXT book:

1. Lodish, Archambeau, and Morgan, Marketing that Works: How Entrepreneurial Marketing
Add Sustainable Value to any Sized Company. - Pearson Prentice Hall, 2007

REFERENCE BOOK:

1. Zubin Sethna, Rosalind Jones, Paul Harrigan - Entrepreneurial Marketing, Global Perspectives
- Emerald Group Publishing Limited - 2013
2. Chaston, I. - Entrepreneurial Marketing, Macmillan Education, 2000