



MARRI LAXMAN REDDY INSTITUTE OF TECHNOLOGY AND MANAGEMENT

(AN AUTONOMOUS INSTITUTION)

(Approved by AICTE, New Delhi & Affiliated to JNTUH, Hyderabad)

Accredited by NAAC with 'A' Grade & Recognized Under Section 2(f) & 12(B) of the UGC act, 1956

COURSE CONTENT

ENTREPRENEURIAL MARKETING								
IV SEMESTER								
Course Code	Category	Hours/Week			Credits	Maximum Marks		
20MBA026E	Professional Elective	L	T	P	C	CIE	SEE	Total
		4	-	-	4	30	70	100
Contact Classes:60	Tutorial Classes: Nil	Practical Classes: Nil			Total Classes: 60			
Prerequisite: Basic knowledge of entrepreneurial marketing.								

COURSE OVERVIEW:

This course introduces the fundamentals of entrepreneurial marketing and enterprise growth. It covers opportunity identification, market research, and demand forecasting, along with growth concepts, strategies, and models. The course also focuses on practical marketing approaches such as segmentation, positioning, pricing, and communication, and highlights modern tools like social media, viral, and guerrilla marketing, along with recent trends in entrepreneurial finance.

COURSE OBJECTIVES:

- To understand the fundamentals of entrepreneurial marketing and its key characteristics.
- To identify business opportunities using market research and demand forecasting techniques.
- To analyze enterprise growth strategies and apply relevant models and tools.
- To develop effective market development strategies including segmentation, targeting, and positioning.
- To apply modern entrepreneurial marketing tools and understand recent trends in entrepreneurial finance.

COURSE OUTCOMES: After Completion of the course, students should be able to

1. Define key concepts in entrepreneurial marketing containing characteristics, marketing mix and basic market research techniques.
2. Explain different forms, types of enterprise growth, organizational structures and perform SWOT & portfolio analysis for entrepreneurial ventures.
3. Apply growth-strategic models for business planning and expansion.
4. Analyze market development strategies for entrepreneurial ventures.
5. Explore innovative entrepreneurial marketing techniques for market impact.

UNIT-I INTRODUCTION TO ENTREPRENEURIAL MARKETING

Meaning, characteristics, functions, marketing challenges, marketing mix (6P's). Identifying entrepreneurial marketing opportunities, market research, demand forecasting.

UNIT-II ENTERPRISE GROWTH

Concept of enterprise growth, forms, types, structures of organizational growth, Gazelles and Mice, growth objectives – operative and strategic targets, growth analysis , portfolio analysis, ERRC grid, SWOT analysis, and raising entrepreneurial finance.

UNIT-III GROWTH STRATEGIES AND MODELS

Growth Strategies, concept and forms, internal, external, and cooperative growth strategies. Growth models , life cycle and phase model, integrated life-cycle model (evolutionary), Greiner's growth model (revolutionary), and complexity management (process) model.

UNIT-IV ENTREPRENEURIAL MARKET DEVELOPMENT STRATEGIES

Positioning, segmentation, targeting, entrepreneurial communication strategy, entrepreneurial pricing strategy, entrepreneurial distribution strategy, building customer relationships, marketing plans.

UNIT-V ENTREPRENEURIAL MARKETING TOOLS

Concept, guerrilla marketing, ambush / free ride marketing. Tools of entrepreneurial marketing , Buzz, Social Media, Viral Marketing. Latest Amendments in Entrepreneurial Finance

TEXT BOOKS:

1. Edwin J. Nijssen, Entrepreneurial marketing An Effectual Approach 2e, Routledge, 2017.
2. Leonard Lodish, Howard Lee Morgan, Amy Kallianpur, Entrepreneurial Marketing, Wiley Publishers, 2001.
3. Zubin Sethna, Paul Harrigan, Rosalind Jones, Entrepreneurial Marketing: Global Perspectives, Emerald Group Publishing, 2013.

REFERENCE BOOKS:

1. Bruce D. Buskirk, Molly Lavik, Entrepreneurial Marketing: Real Stories and Survival Strategies, Thomson, 2004.
2. Ian Chaston, Entrepreneurial Marketing: Sustaining Growth in All Organisations, Palgrave Macmillan, 2016.
3. Marc Longman, Entrepreneurial Marketing: A Guide for Startups & Companies With Growth Ambitions, Garant Publishers, 2011.

ELECTRONIC RESOURCES:

- https://www.researchgate.net/.../287490612_Entrepreneurial_Marketing_in_Online_B.
- https://www.researchgate.net/.../264834375_Entrepreneurial_marketing_over_the_internet.
- www.loc.gov/rr/business/guide/guide2/get.html
- <https://www.emeraldinsight.com/doi/abs/10.1108/14715201011090602>

MATERIALS ONLINE:

1. Course template

2. Tutorial question bank
3. Tech talk and Concept Video topics
4. Open-ended experiments
5. Definitions and terminology
6. Assignments
7. Model question paper – I
8. Model question paper – II
9. Lecture notes
10. PowerPoint presentation
11. Drishya Siksha Sangrah (DSS) Videos

