



# 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		
22MBA026E	Professional Elective	L	T	P	C	CIE	SEE	Total
		4	0	0	4	40	60	100
Contact Classes:60	Tutorial Classes: Nil	Practical Classes: Nil			Total Classes: 60			
<b>Prerequisite:</b> Marketing Management and Fundamentals of Entrepreneurship								

### COURSE OVERVIEW:

This course provides an understanding of marketing practices used by entrepreneurs to identify and exploit business opportunities. It explains the concepts, characteristics, and challenges of entrepreneurial marketing along with market research and demand forecasting. The course also focuses on enterprise growth, growth strategies, and models used by organizations to expand their business. It highlights entrepreneurial market development strategies such as segmentation, positioning, pricing, distribution, and customer relationship building. Finally, the course introduces various entrepreneurial marketing tools like guerrilla marketing, viral marketing, and social media marketing along with recent developments in entrepreneurial finance.

### COURSE OBJECTIVES:

- To enable understanding of the importance of Entrepreneurial Marketing.
- To help learn how companies master structures of organizational growth.
- To impart knowledge of various aspects in Growth Strategies.
- To elucidate various aspects in Entrepreneurial Market Development Strategies.
- To elaborate on the Entrepreneurial Marketing Tools.

### 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.

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**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 Co-operative Growth strategies. Growth Models: Lifecycle and Phase Model, Integrated Lifecycle 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:**

- Edwin J. Nijssen, Entrepreneurial marketing An Effectual Approach 2e, Routledge, 2017.
- Ian Chaston, Entrepreneurial Marketing: Sustaining Growth in All Organisations, Palgrave Macmillan, 2016.
- Marc Longman, Entrepreneurial Marketing: A Guide for Startups & Companies with Growth Ambitions, Garant Publishers, 2011

#### **REFERENCE BOOKS: -**

- Bruce D. Buskirk, Molly Lavik, Entrepreneurial Marketing: Real Stories and Survival Strategies, Thomson, 2004.
- Zubin Sethna, Paul Harrigan, Rosalind Jones, Entrepreneurial Marketing Global Perspectives, Emerald Group Publishing, 2013.
- Leonard Lodish, Howard Lee Morgan, Amy Kallianpur, Entrepreneurial Marketing, Wiley Publishers, 2001.

#### **ELECTRONIC RESOURCES:**

1. <https://www.youtube.com/watch?v=9kq8CSZ-fcQ>
2. <https://www.youtube.com/watch?v=EmTCuCyqYeo&list=PLKyB9RYzaFRgIKBm4GPMKcVqxppzCjTG8&index=2>
3. <https://www.youtube.com/watch?v=OakD44mZrhU>
4. <https://www.youtube.com/watch?v=BLHdIIv0Ksw&list=PLKyB9RYzaFRgIKBm4GPMKcVqxppzCjTG8&index=5>

## **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

