

ST. JOSEPH'S DEGREE & PG COLLEGE
(Autonomous), Affiliated to Osmania University

DEPARTMENT OF BUSINESS MANAGEMENT
SEMESTER-VI

BBA (ENTREPRENEURSHIP)
ENTREPRENEURIAL MARKETING
DSE

w.e.f. 2020-2021 A.Y

SCHEME OF INSTRUCTION

Hours per Week : 5 Hrs.

Credits : 5

Instruction Mode : Lecture

Course Code : BM.07.301.214BT

SCHEME OF EXAMINATION

Maximum Marks : 100

Internal Assessment : 40

External Examination : 60

External Exam Duration : 3 Hrs

Course Objective: To Understand the marketing challenges and to apply marketing tools and models for entrepreneurial marketing

Course Outcomes: On successful completion of this course, the students will be able:

CO1: Explain important concepts and basics of Entrepreneurial marketing.

CO2: Outline various strategies for Enterprise Growth.

CO3: Interpret growth strategies and models.

CO4: Formulate an Entrepreneurial Market Development strategy with conceptual knowledge.

CO5: Identify the tools utilized for Entrepreneurial Marketing.

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.

Reference 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. ZubinSethna, Paul Harrigan, Rosalind Jones, Entrepreneurial Marketing: Global Perspectives, Emerald Group Publishing, 2013.
4. Bruce D. Buskirk, Molly Lavik, Entrepreneurial Marketing: Real Stories and Survival Strategies, Thomson, 2004.
5. Ian Chaston, Entrepreneurial Marketing: Sustaining Growth in All Organisations, Palgrave Macmillan, 2016.
6. Marc Longman, Entrepreneurial Marketing: A Guide for Startups& Companies With Growth Ambitions, Garant Publishers, 2011.