

Entrepreneurial Marketing

- **Objectives**

The focus of this course is on contemporary issues and marketing challenges involved in launching an entrepreneurial venture. In this module, students will learn several key concepts of entrepreneurship with focus on value creation through marketing theories, particularly in the context of the new economy. Starting from the inception of a business idea to its execution, this module will offer student a comprehensive framework to understand the entrepreneurial activities. This course will prepare and help students in identifying entrepreneurial opportunities from the emerging trends occurring in marketing practice around the world. Additionally, this course will discuss theories and models pertaining to building strong entrepreneurial brands.

- **Outcomes**

CLO 1: Apply key marketing theories to solve entrepreneurial ventures challenges.

CLO 2: Use marketing tools to help entrepreneurs in increasing organizational productivity.

CLO 3: Develop teams to improve teamwork and communication skills.

CLO 4: Evaluate ethical issues in entrepreneurial activities

- **Course Code: MKT-810**

- **Credit hours: 3CHrs**

- **Contents with proposed contact hours**

- Introduction
- Identifying Entrepreneurial Opportunities
- Entrepreneurial Experience and Planning venture
- Pricing and Competitive matching rules
- Public Relations and Publicity
- Managing Distribution
- Launching Products
- Salesforce Decisions
- Promotion Decisions

- Advertising Approaches
- Fuel Entrepreneurial Growth
- Financial Decisions
- Building Entrepreneurial Brands

- **Recommended reading, including textbooks, reference books with dates**
 - Entrepreneurial Marketing Lessons from Wharton's" by Lodish, Morgan and Kallianpur (latest edition)
 - *Marketing that Works: How Entrepreneurial Marketing Can Add Sustainable Value to Any Sized Company*", by Leonard Lodish, Howard Morgan, Shellye Archambeau and Jeffrey Babin.

- **Nature of Assessments**
 - (a) Class lectures, Projects, Guest speaker sessions, Case studies