

NIRMA UNIVERSITY
Institute of Management
Master of Business Administration (Family Business & Entrepreneurship) Programme

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Course Code	MFB5SEMM08
Course Title	Entrepreneurial Marketing

Course Learning Outcomes (CLO):

At the end of the course, the students will be able to:

1. Explain how entrepreneurial marketing is different from traditional marketing
2. Apply marketing concepts in an entrepreneurial context
3. Create an entrepreneurial idea and build a marketing plan

Syllabus

Teaching Hours

Unit I: Entrepreneurial Context for Marketing <ul style="list-style-type: none"> • Characteristics of entrepreneurship • Characteristics of entrepreneurial marketing 	03
Unit II: Opportunity Identification and Development <ul style="list-style-type: none"> • Identifying new opportunities • Analysing customer requirements • Analysing competition • Developing a business model 	10
Unit III: Strategy Formulation <ul style="list-style-type: none"> • Adoption and diffusion of innovation • Costing and pricing strategies • Sales strategies • Communication strategies • Branding strategies • Channel strategies 	12
Unit IV: Scaling up <ul style="list-style-type: none"> • Marketing challenges in scaling up • Building marketing capabilities • Designing business processes • Assessing marketing performance 	05

Suggested Readings:

1. Lodish, L.M., Morgan, H.L., and Amy Kallianpur A., Entrepreneurial marketing; John Wiley and Sons Inc,
2. Nijssen, E.J., Entrepreneurial Marketing – an effectual approach; Routledge
3. Frederick G Crane, F.G., Marketing for Entrepreneurs; Sage publications

w.e.f. Academic Year 2019-20 and onwards

