



B.Com Honours

Semester 1

Calicut University

ENTREPRENEURIAL MARKETING

Course Code: COM1MN102 • Module SYLLABUS Notes

Official Course Syllabus

Course Code: COM1MN102

Course Title: ENTREPRENEURIAL MARKETING

Course Type: Minor

Academic Level: 100-199

Credits: 4 Credits

Course Summary: This course is designed to provide students with a comprehensive understanding of marketing principles tailored to the unique context of entrepreneurial ventures.

Module I: Introduction to Entrepreneurial Marketing

- **Unit 1:** Concept of Marketing-objectives of marketing-Scope of marketing-Role of Marketing in Modern Business
- **Unit 3:** Definition and importance of entrepreneurial marketing-Characteristics of entrepreneurial marketing

Module I: I

Module II: I

Module I: Influencer marketing

- **Unit 3:** Digital marketing for entrepreneurs
- **Unit 15:** Meaning and Significance of Digital Marketing.
- **Unit 16:** Social media marketing and content strategies
- **Unit 17:** Role of Digital Marketing in advertising and promotion- search engine marketing (SEM)
- **Unit 18:** Ethical Considerations in Entrepreneurial Marketing

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