COMGE10 – Marketing for Start Ups

Master of Commerce
Generic Elective Course: Marketing for Start Ups

Course Type/ Course Code	Course Title	Lectures	Tutorials	Practical	Credit	Pre-requisites
Generic Elective - COMGE10	Marketing for Start Ups	3	1	0	4	NIL

Objective: This course introduces students to core and applied marketing concepts as they relate to startup ventures. Emphasis is placed on market development, digital strategy, customer acquisition and brand positioning in emerging and dynamic business environments.

Learning Outcomes: On completion of this course, the student should be able to:

- Apply advanced marketing theories in the startup context.
- Design and implement marketing strategies with limited resources.
- Evaluate and execute digital marketing and branding tactics for early-stage ventures.
- Use marketing analytics and research to support decision-making.

Contents:

Unit I **(12 hours)**
Evolution of marketing: from traditional to digital and lean startup marketing; Core concepts: customer value, satisfaction, relationship marketing; Startup-specific marketing environments; STP: targeting niche and emerging markets; Go-to-market strategies for early-stage firms; Marketing planning under uncertainty.

Unit II **(10 hours)**
Digital marketing mix and platform selection; Social media and influencer marketing strategies; Growth hacking and funnel-based approaches (AARRR model); Digital metrics: CAC, CLV, churn, ROI; Consumer buying process.

Unit III **(11 hours)**
Product life cycle and MVP development; Innovation adoption and diffusion theory; Startup pricing models: freemium, subscription, dynamic; Storytelling and brand architecture; Brand positioning and differentiation on a budget; Building trust and identity in early-stage brands.

Unit IV **(12 hours)**
IMC in startups: online and offline mix; Campaign planning and measurement; Ethical considerations in marketing practices for startups; Legal issues: consumer rights,

digital marketing compliance.

Tutorial Exercise: IPR' Capstone Project: Students develop a marketing strategy for a startup (includes brand, STP, pricing, IMC, and metrics)

Suggested Readings:

- Kotler, P. & Keller, K. L. (2017). Marketing Management. Pearson.
- McCarthy, E. J., Cannon, J. & Perreault, W. (2014). Basic Marketing. McGraw-Hill Education.
- Chaffey, D., & Ellis-Chadwick, F. (2019). *Digital marketing* (7th ed.). Pearson Education.
- Ries, E. (2011). *The lean startup*. Crown Publishing Group.
- Osterwalder, A., & Pigneur, Y. (2010). *Business model generation: A Handbook for Visionaries, Game Changers, and Challengers (The Strategyzer series).* Wiley.
- Godin, S. (2018). *This is marketing*. Penguin Random House.
- Blank, S., & Dorf, B. (2012). *The startup owner's manual: The step-by-step guide for building a great company*. Wiley.