



# SYMBIOSIS COLLEGE OF ARTS & COMMERCE

An Autonomous College | Under Savitribai Phule Pune University  
 Reaccredited 'A+' with 3.51 CGPA For Third Cycle By NAAC | College with Potential for Excellence

<b>COURSE TITLE</b>	<b>MARKETING FOR NEW VENTURE</b>	
<b>Paper Number (In case of Specialization)</b>	<b>HONOURS – CORE PAPER III</b>	
<b>Course Learning Outcomes:</b> <b>On successful completion of the module students will be able to:</b> <b>Point 1 .</b> To equip students with the knowledge on relevant marketing aspects for startup <b>Point 2.</b> To enable students to analyse consumer behavior and position their business		
<b>Detailed syllabus</b>		
<b>Unit</b>	<b>CONTENTS OF THE COURSE</b>	<b>No. of Lectures</b>
<b>1.</b>	<b><u>Title of the topic:</u> Consumer Behavior</b> 1.1 Process 1.2 Components 1.3 Factors influencing consumer buying behavior 1.4 Consumer Insight (Research) 1.5 Buying Habits 1.6 Participants in Buying decisions and their roles	<b>14</b>
<b>2.</b>	<b><u>Title of the topic:</u> 2. Title of the topic: Segmentation, Targeting, Positioning and Differentiation for Start ups</b> 2.1 Significance of segmentation 2.2 Basis for segmentation 2.3 Choosing the Target Market 2.4 Positioning product offering by start ups 2.5 Types of Differentiation	<b>14</b>
<b>3.</b>	<b><u>Title of the topic:</u> Brand Management</b> <b>3.1 Product vs Brand</b> 3.2 Elements of Branding 3.3 Types of Branding strategies 3.4 Role and significance of brands in consumer life 3.5 Tasks involved in developing and managing brands	<b>12</b>
<b>4.</b>	<b><u>Title of the topic :</u> Integrated Marketing Communication</b> 3.1 Mass communication 3.2 Importance of IMC to startup 3.3 Major elements of IMC (Tools of IMC)	<b>14</b>

	3.4 Advertising, sales promotion, publicity, Personal selling, Public Relations, Digital communication 3.5 Models of IMC (AIDA model, DAGMAR model)	
	<b>Total Number of Lectures</b>	<b>54</b>
<b>Teaching Methodology :</b>	<b>1. PPT presentation, flipped classroom</b> <b>2. Case study analysis, article review, blogs</b> <b>3. audio -visual</b> <b>4. Classroom workshops</b>	
<b>Projects / Field work as part of continuous assessment:</b>  <b>Topic: Consumer research</b>  <b>Objectives: To understand consumer insights and buying behavior</b>  <b>Learning Outcomes: Students will know how to do consumer research</b>		
<b>Suggested Reference Books</b> <ol style="list-style-type: none"> <li>1. The 1-Page Marketing Plan by Alan DIB</li> <li>2. Influence-The Psychology of Persuasion by Robert Cialdini</li> <li>3. Building a story brand by Donald Miller</li> </ol> <b>Web sites :</b> <ol style="list-style-type: none"> <li>1. <a href="http://www.yourstory.com">www.yourstory.com</a></li> <li>2. <a href="http://www.entrepreneur.com">www.entrepreneur.com</a></li> <li>3. <a href="http://www.nen.org">www.nen.org</a></li> <li>4. <a href="http://www.startupnation.com">www.startupnation.com</a></li> <li>5. <a href="http://www.indianangelnetwork.com">www.indianangelnetwork.com</a></li> </ol>		