

**ALLAMA IQBAL OPEN UNIVERSITY ISLAMABAD**  
**(Department of Business Administration)**

**WARNING**

1. **PLAGIARISM OR HIRING OF GHOST WRITER(S) FOR SOLVING THE ASSIGNMENT(S) WILL DEBAR THE STUDENT FROM THE AWARD OF DEGREE/CERTIFICATE IF FOUND AT ANY STAGE.**
2. **SUBMITTING ASSIGNMENT(S) BORROWED OR STOLEN FROM OTHER(S) AS ONE'S OWN WILL BE PENALIZED AS DEFINED IN THE "AIOU PLAGIARISM POLICY".**

Course: Marketing for Entrepreneurship (9554)

Semester: Spring, 2024

Level: PGD (Entrepreneurship)

**Please read the following instructions for writing your assignments.**

**(AD, BS, BEd, MA/MSc, MEd) (ODL Mode)**

1. All questions are compulsory and carry equal marks but within a question, the marks are distributed according to its requirements.
2. Read the question carefully and then answer it according to the requirements of the question.
3. Avoid irrelevant discussion/information and reproducing from books, study guide or allied material.
4. Hand written scanned assignments are not acceptable.
5. Upload you typed (in Word or PDF format) assignments on or before the due date.
6. Your own analysis and synthesis will be appreciated.
7. Late assignments can't be uploaded at LMS.
8. The students who attempt their assignments in Urdu/Arabic may upload a scanned copy of their hand written assignments (in PDF format) on University LMS. The size of the file should not exceed 5 MB.

**ASSIGNMENT No. 1**

**Total Marks: 100**

**Pass Marks: 50**

- Q. 1 How does entrepreneurship teaching and support align with educational philosophies past and present? **(20)**
- Q. 2 How can we better understand and improve the political context, in responding to societal needs and industry challenges, through enterprising activities? **(20)**
- Q. 3 How marketing information system facilitate entrepreneurial initiatives? Explain the case of Bykea and Careem. **(20)**
- Q. 4 Distinguish the major types of venture funding. **(20)**
- Q. 5 Discuss the following for entrepreneurs: **(20)**
  - a) Crowdfunding
  - b) Evangelist
  - c) Minimum Viable Product

## **ASSIGNMENT No. 2**

**Total Marks: 100**

**Pass Marks: 50**

This assignment is a research-oriented activity. You are required to obtain information from a business/commercial organization and prepare a report of about 1000 words on the issue allotted to you to be uploaded to your teacher for evaluation.

You are required to select one of the following issues according to the last digit of your roll number. For example, if your roll number is P-3427180 then you will select issue # 0 (the last digit): -

### **List of Topics**

0. Challenges for Entrepreneurs in Pakistan
1. Identify the relationship between entrepreneurs and economic growth
2. Process of New Product Development
3. Positioning a Business
4. Knowing the Customers
5. Ethics in Entrepreneurship
6. Identify the current trends in entrepreneurship research
7. Developing New Products and Services
8. The Integrated Promotional Plan
9. Types and Characteristics of Product and Services

### **GUIDELINES FOR ASSIGNMENT # 2:**

- 1.5 line spacing
- Use headers and subheads throughout all sections
- Organization of ideas
- Writing skills (spelling, grammar, punctuation)
- Professionalism (readability and general appearance)
- Do more than repeat the text
- Express a point of view and defend it.

### **The transparency report should follow the following format:**

1. Title page
2. Acknowledgments
3. An abstract (one-page summary of the paper)
4. Table of contents
5. Introduction to the issue (brief history & significance of issue assigned)
6. Practical study of the organization (with respect to the issue)
7. Data collection methods
8. SWOT analysis (strengths, weaknesses, opportunities & threats) relevant to the issue assigned
9. Conclusion (one-page brief covering important aspects of your report)
10. Recommendations (specific recommendations relevant to the issue assigned)
11. References (as per APA format)
12. Annexes (if any)

### **WORKSHOPS:**

The workshop presentations provide you the opportunity to express your communication skills, knowledge and understanding of concepts learned during practical study assigned in assignment No. 2.

You should use any interactive material for effective presentation. The transparencies/Powerpoint slides are not the presentation, but only a tool; the presentation is the combination of the interactive material and your speech.

### **The transparencies should follow the following format:**

- 1) Title page
- 2) An abstract (one-page summary of the paper)
- 3) Introduction to the issue (brief history & significance of issue assigned)
- 4) Practical study of the organization (with respect to the issue)
- 5) Data collection methods
- 6) SWOT analysis (strengths, weaknesses, opportunities & threats) relevant to the issue assigned
- 7) Conclusion (one-page brief covering important aspects of your report)
- 8) Recommendations (specific recommendations relevant to the issue assigned)

### **GUIDELINES FOR WORKSHOP PRESENTATION:**

- Make eye contact and react to the audience. Don't read from the transparencies or the report, and don't look too much at the transparencies (occasional glances are acceptable to help in recalling the topic to cover).
- A 15-minute presentation can be practiced several times in advance, so do that until you are confident enough. Some people also use a mirror when rehearsing as a substitute for an audience.

**Note:** Prepare assignments as per these guidelines and they may be re-evaluated by the quality assurance cell, department of Business Administration, AIOU, Islamabad at any time.

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**(Department of Business Administration)**

**Course: Marketing for Entrepreneurs**  
**Level: PGD**

**Course Code: 9554**  
**Credit Hours: 03**

**Unit 1: Marketing in an Entrepreneurial Context**

- 1.1 The marketing process for new ventures
- 1.2 Using marketing for product-and service-based ventures
- 1.3 The external entrepreneurial marketing environment

**Unit 2: Finding and Evaluating the Right Marketing Opportunity**

- 2.1 Recognizing, discovering and creating entrepreneurial opportunities
- 2.2 Evaluating marketing opportunities

**Unit 3: Using Marketing Research to Ensure Entrepreneurial Success**

- 3.1 Marketing research in entrepreneurship
- 3.2 Designing a marketing information system

**Unit 4: Understanding Customers and Competitors**

- 4.1 Understanding the customer
- 4.2 Business customers
- 4.3 Understanding competition

**Unit 5: Segmentation, Targeting and Positioning for Entrepreneurial Opportunities**

- 5.1 Market segmentation
- 5.2 Selecting the target market
- 5.3 Positioning

**Unit 6: Developing New Products and Services**

- 6.1 Types of new products and services
- 6.2 Process of new product development
- 6.3 Adoption and diffusion
- 6.4 Managing life cycles

**Unit 7: Building and Sustaining Entrepreneurial Brand and Pricing**

- 7.1 What is a brand and why is entrepreneurial branding important?
- 7.2 The entrepreneurial branding process
- 7.3 Entrepreneurial Branding Strategies
- 7.4 The importance of brand equity
- 7.5 The pricing parameters
- 7.6 Cost, competition and customer-based pricing

**Unit 8: Entrepreneurial Channel Development and Supply Chain Management**

- 8.1 Understanding channels and options
- 8.2 Choosing a channel strategy
- 8.3 Supply chain management

**Unit 9: Entrepreneurial Promotion and Marketing Plans**

- 9.1 The role of promotion
- 9.2 The promotional mix
- 9.3 The integrated promotional plan
- 9.4 Difference between the business plan and marketing plan
- 9.5 The anatomy of the marketing plan

**Recommended Textbook:**

Crane, G. Frederick, Marketing for Entrepreneurs, 2<sup>nd</sup> SAGE Publications Inc., 2013.

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