



Gyanmanjari
Innovative University

Course Syllabus

Gyanmanjari Institute of Management Studies

Semester-7 (BBA)

Subject: Startup Marketing and Growth Strategies – BBAIE17403

Type of course: Major (Core)

Prerequisite:

Students should have basic knowledge of marketing principles, entrepreneurship, and digital platforms to understand startup marketing strategies and growth techniques effectively.

Rationale:

This course helps students understand how startups use innovative marketing and growth strategies to attract customers, build brand value, and achieve sustainable business growth in competitive markets.

Teaching and Examination Scheme:

Teaching Scheme			Credits	Examination Marks			Total Marks
CI	T	P		C	SEE	CCE	
			MSE			ALA	
4	0	0	4	100	30	70	200

Legends: CI-Classroom Instructions; T – Tutorial; P - Practical; C – Credit; SEE - Semester End Evaluation; MSE- Mid Semester Examination; V – Viva; CCE-Continuous and Comprehensive Evaluation; ALA- Active Learning Activities.

4 Credits * 25 Marks = 100 Marks (each credit carries 25 Marks)

SEE 100 Marks will be converted in to 50 Marks

CCE 100 Marks will be converted in to 50 Marks

It is compulsory to pass in each individual component.



Course Content:

Sr. No	Course content	Hrs.	% Weightage
1	Introduction to Startup Marketing <ul style="list-style-type: none"> • Meaning and concept of Startup • Difference between Traditional Marketing and Startup Marketing • Importance of Marketing for Startups • Customer Value Proposition • Market Research for Startups • Identifying Target Market and Customer Segmentation • Buyer Persona Development 	15	25
2	Digital Marketing Strategies for Startups <ul style="list-style-type: none"> • Role of Digital Marketing in Startup Growth • Social Media Marketing • Content Marketing • Search Engine Optimization (SEO) • Email Marketing • Influencer Marketing • Online Branding Strategies 	15	25
3	Growth Strategies and Customer Acquisition <ul style="list-style-type: none"> • Growth Hacking concept • Customer Acquisition Strategies • Customer Retention Strategies • Referral Marketing • Product Market Fit • Customer Relationship Management (CRM) • Metrics for Startup Growth (CAC, LTV) 	15	25
4	Branding, Scaling and Modern Trends <ul style="list-style-type: none"> • Brand Building for Startups • Positioning Strategies • Marketing Budget Planning • Scaling Strategies • Use of AI in Startup Marketing • Data-driven Marketing • Ethics in Digital Marketing 	15	25



Continuous Assessment:

Sr. No	Active Learning Activities	Marks
1	Startup Market Research Students will select a startup idea and conduct market research to identify target customers, competitors, market trends, and opportunities. They will analyze demand and prepare findings in a summarized report. Upload PDF file on GMIU Web Portal.	10
2	Competitor Analysis of a Startup Students will select any existing startup and analyze its competitors based on pricing, marketing strategies, strengths, and weaknesses. Students will compare market position and suggest improvements. A summarized report is to be prepared. Upload PDF file on GMIU Web Portal.	10
3	Digital Marketing Plan Students will prepare a basic digital marketing plan including social media platform selection, content ideas, posting schedule, and promotion strategy for a startup. A summarized report is to be prepared. Upload PDF file on GMIU Web Portal.	10
4	Customer Persona Development Students will create 1-2 customer personal profiles based on age, occupation, needs, preferences, and buying behavior for a startup product or service. A summarized report is to be prepared. Upload PDF file on GMIU Web Portal.	10
5	Growth Strategy Case Study Students will study the growth strategy used by any startup and identify key success factors such as customer acquisition, branding, or innovation. A summarized report is to be prepared. Upload PDF file on GMIU Web Portal.	10
6	Branding Strategy Development Students will design a brand name, tagline, logo idea, and brand positioning statement for a startup. They will explain how the brand attracts target customers. A summarized report is to be prepared. Upload PDF file on GMIU Web Portal.	10
7	Attendance	10
	Total	70



Suggested Specification table with Marks (Theory): 100

Distribution of Theory Marks (Revised Bloom's Taxonomy)						
Level	Remembrance (R)	Understanding (U)	Application (A)	Analyze (N)	Evaluate (E)	Create (C)
Weightage	30%	30%	10%	10%	10%	10%

Note: This specification table shall be treated as a general guideline for students and teachers. The actual distribution of marks in the question paper may vary slightly from above table.

Course Outcome:

After learning the course, the students should be able to:	
CO1	Understand the fundamental concepts of startup marketing, customer behavior, branding, and growth strategies.
CO2	Apply digital marketing tools and techniques to identify target customers and develop customer acquisition strategies for startups.
CO3	Analyze market research data, competitor strategies, and growth opportunities to support startup decision-making.
CO4	Evaluate and design effective marketing, branding, and growth strategies for startup business models.

Instructional Method:

The course delivery method will depend upon the requirement of content and the needs of students. The teacher, in addition to conventional teaching methods by black board, may also use any tools such as demonstration, role play, Quiz, brainstorming, MOOCs etc.

From the content 10% topics are suggested for flipped mode instruction. Students will use supplementary resources such as online videos, NPTEL/SWAYAM videos, e-courses. The internal evaluation will be done on the basis of Active Learning Assignment.

Practical/Viva examination will be conducted at the end of semester for evaluation of performance of students in the laboratory.

Reference Books:

- [1] Eric Ries, The Lean Startup, Crown Business Publishers.
- [2] Philip Kotler and Kevin Keller, Marketing Management, Pearson Education.
- [3] Sean Ellis and Morgan Brown, Hacking Growth, Crown Business Publishers.
- [4] Gabriel Weinberg and Justin Mares, Traction: How Any Startup Can Achieve Explosive Customer Growth, Penguin Books.
- [5] Alistair Croll and Benjamin Yoskovitz, Lean Analytics, O'Reilly Media.
- [6] David Skok, Startup Marketing Strategy, Harvard Business Review Press.

