



Indraprastha College for Women University of Delhi

Work Plan for ODD SEMESTER – 2026

Course Name:	GE
Paper Title:	Marketing and sales for entrepreneurs
Unique Paper Code:	6904000005
Semester:	5
Faculty:	Nikita Pasan
Year:	2026

Work Plan			
Unit No.	Learning Objective	Lecture No.	Topics to be Covered
Unit 1	Describe the key concepts, principles, and strategies related to marketing and sales for entrepreneurial ventures.	1	5.1.1 Marketing Fundamentals for Entrepreneurs
Unit 1	Describe the key concepts, principles, and strategies related to marketing and sales for entrepreneurial ventures.	2	5.1.1 Marketing Fundamentals for Entrepreneurs
Unit 1	Use tailored marketing strategies, including segmentation, targeting, and positioning.	3	5.1.2 Market Segmentation, Targeting, and Positioning
Unit 1	Use tailored marketing strategies, including segmentation, targeting, and positioning.	4	5.1.2 Market Segmentation, Targeting, and Positioning
Unit 1	Describe the key concepts, principles, and strategies related to marketing for entrepreneurial ventures.	5	5.1.3 Creating a Unique Selling Proposition (USP)
Unit 1	Describe the key concepts, principles, and strategies related to marketing for entrepreneurial ventures.	6	5.1.3 Creating a Unique Selling Proposition (USP)

Unit 1	Construct, develop and execute effective marketing campaigns and apply the marketing mix in entrepreneurial ventures.	7	5.1.4 Developing a Marketing Strategy and Marketing Mix
Unit 1	Construct, develop and execute effective marketing campaigns and apply the marketing mix in entrepreneurial ventures.	8	5.1.4 Developing a Marketing Strategy and Marketing Mix
Unit 2	Recall the fundamentals of digital marketing in the entrepreneurial context.	9	5.2.1 Introduction to Digital Marketing
Unit 2	Recall the fundamentals of digital marketing in the entrepreneurial context.	10	5.2.1 Introduction to Digital Marketing
Unit 2	Test and implement digital marketing techniques like social media marketing and advertising.	11	5.2.2 Social Media Marketing and Advertising
Unit 2	Test and implement digital marketing techniques like social media marketing and advertising.	12	5.2.2 Social Media Marketing and Advertising
Unit 2	Test and implement digital marketing techniques like SEO and online advertising.	13	5.2.3 Search Engine Optimization (SEO) and Online Advertising.
Unit 2	Test and implement digital marketing techniques like SEO and online advertising.	14	5.2.3 Search Engine Optimization (SEO) and Online Advertising.
Unit 2	Construct, develop and execute effective digital marketing campaigns using content and email marketing.	15	5.2.4 Content and Email Marketing.
Unit 2	Construct, develop and execute effective digital marketing campaigns using content and email marketing.	16	5.2.4 Content and Email Marketing.
Unit 3	Recall the fundamentals of sales in the entrepreneurial context.	17	5.3.1 Sales Fundamentals for Entrepreneurs
Unit 3	Recall the fundamentals of sales in the entrepreneurial context.	18	5.3.1 Sales Fundamentals for Entrepreneurs
Unit 3	Prepare effective sales plans and apply sales techniques to close	19	5.3.2 The Sales Process and Sales Techniques

	deals.		
Unit 3	Prepare effective sales plans and apply sales techniques to close deals.	20	5.3.2 The Sales Process and Sales Techniques
Unit 3	Apply negotiation skills and sales techniques to close deals.	21	5.3.3 Negotiation Skills and Closing Deals
Unit 3	Apply negotiation skills and sales techniques to close deals.	22	5.3.3 Negotiation Skills and Closing Deals
Unit 3	Apply business development strategies and build strategic partnerships.	23	5.3.4 Business Development and Strategic Partnerships
Unit 3	Apply business development strategies and build strategic partnerships.	24	5.3.4 Business Development and Strategic Partnerships
Unit 4	Set up and maintain strong customer relationships.	25	5.4.1 Introduction to Customer Relationship Management (CRM)
Unit 4	Set up and maintain strong customer relationships.	26	5.4.1 Introduction to Customer Relationship Management (CRM)
Unit 4	Set up and maintain strong customer relationships.	27	5.4.2 Building and Maintaining Customer Relationships
Unit 4	Set up and maintain strong customer relationships.	28	5.4.2 Building and Maintaining Customer Relationships
Unit 4	Manage customer retention and business development strategies.	29	5.4.3 Customer Retention Strategies and Loyalty Programs
Unit 4	Manage customer retention and business development strategies.	30	5.4.3 Customer Retention Strategies and Loyalty Programs
Unit 4	Manage customer retention strategies and evaluate customer satisfaction, CAC and CLV.	31	5.4.4 Measuring Customer Satisfaction, Customer Acquisition Cost (CAC) and Customer Lifetime Value (CLV)
Unit 4	Manage customer retention strategies and evaluate customer satisfaction, CAC and CLV.	32	5.4.4 Measuring Customer Satisfaction, Customer Acquisition Cost (CAC) and Customer Lifetime Value (CLV)

Unit	Contents/Syllabus
I	UNIT 1: Marketing Basics and Strategy for Entrepreneurs Classroom Sessions 5.1.1 Marketing Fundamentals for Entrepreneurs 5.1.2 Market Segmentation, Targeting, and Positioning 5.1.3 Creating a Unique Selling Proposition (USP) 5.1.4 Developing a Marketing Strategy and Marketing Mix Practical Sessions 5.1.1 Identifying Target Markets and Customer Profiles 5.1.2 Developing a USP and Positioning Statement 5.1.3 Crafting a Marketing Strategy 5.1.4 Analysing the Marketing Mix (Product, Price, Place, Promotion)
II	UNIT 2: Digital Marketing for Entrepreneurs Classroom Sessions 5.2.1 Introduction to Digital Marketing 5.2.2 Social Media Marketing and Advertising 5.2.3 Search Engine Optimization (SEO) and Online Advertising. 5.2.4 Content and Email Marketing. Practical Sessions 5.2.1 Developing a Digital Marketing Strategy 5.2.2 Creating Social Media Marketing Campaigns 5.2.3 Implementing Content Marketing and SEO Techniques 5.2.4 Designing Email Marketing Campaigns and Online Advertising

III	UNIT 3: Sales and Business Development Classroom Sessions 5.3.1 Sales Fundamentals for Entrepreneurs 5.3.2 The Sales Process and Sales Techniques 5.3.3 Negotiation Skills and Closing Deals 5.3.4 Business Development and Strategic Partnerships Practical Sessions 5.3.1 Creating a Sales Plan and Setting Sales Goals 5.3.2 Role-playing Sales Scenarios and Techniques 5.3.3 Practicing Negotiation Skills and Closing Techniques 5.3.4 Identifying Business Development Opportunities and Partnerships
IV	UNIT 4: Customer Relationship Management (CRM) and Retention Classroom Sessions 5.4.1 Introduction to Customer Relationship Management (CRM) 5.4.2 Building and Maintaining Customer Relationships 5.4.3 Customer Retention Strategies and Loyalty Programs 5.4.4 Measuring Customer Satisfaction, Customer Acquisition Cost (CAC) and Customer Lifetime Value (CLV) Practical Session 5.4.1 Exploring CRM Tools and Techniques 5.4.2 Designing Customer Engagement and Communication Plans 5.4.3 Developing Customer Retention Strategies and Loyalty Programs 5.4.4 Analysing Customer Satisfaction Metrics and CLV
S. No.	Name of Authors/Books/Publishers

1.	Kotler, P., & Armstrong, G. (2020). <i>Principles of Marketing</i> . Pearson.
2.	Brown, T. (2009). <i>Change by Design: How Design Thinking Transforms Organizations and Inspires Innovation</i> . Harper Business.
3.	Ries, E. (2011). <i>The Lean Startup: How Today's Entrepreneurs Use Continuous Innovation to Create Radically Successful Businesses</i> . Crown Business.
4.	Peppers, D., & Rogers, M. (2016). <i>Managing Customer Experience and Relationships: A Strategic Framework</i> . Wiley

Paper Components			
Credits	Lecture (L)	Tutorial (T)	Practical (P)
4	2		2
Assessment Scheme			
S.No.	Component	Marking Scheme	Total Marks
1	Internal Assessment - Assignment - Class Test - Attendance		20
		8	
		8	
		4	
2.	Continuous Assessment (Tutorial) - Activity 1 - Activity 2 - Attendance		
3.	Practical - Continuous Assessment - End Term Written/Practical Exam		80
		20	
		40	
		20	

	• Viva		
4.	End Semester Examination		60