

CHAPTER OVERVIEW

8: Entrepreneurial Marketing

LEARNING OBJECTIVES

- Distinguish between traditional marketing and entrepreneurial marketing
- Explain elements that contribute to a brand and the brand-building process
- Explain how brands contribute value to organizations and consumers

8.1: Introduction

8.2: Entrepreneurial Marketing and the Marketing Mix

8.3: Market Research, Market Opportunity Recognition, and Target Market

8.4: Marketing Techniques and Tools for Entrepreneurs

8.5: Why It Matters - Branding

8.6: Elements of Brand

8.7: Discussion Questions

8.8: Case Questions

8.9: Entrepreneurial Marketing - Modern Marketing Strategy

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