

ETP 265: Entrepreneurial Marketing

This course is designed to help students learn about best practices in Entrepreneurial Marketing. Topics include the analysis of marketing opportunities, identification of the target audience, and the development of a marketing strategy, brand positioning and an integrated marketing plan. Upon completion, students should be able to demonstrate an understanding of marketing issues that are unique to new ventures and small businesses.

Credits: 3

Transfer Code: Code C

Lab Hours: 0

Lecture Hours: 3

Prerequisites:

As required by program

Program: Entrepreneurship

Semester Offered:

Fall