

Marketing Applications for Entrepreneurs - BU152

Section: BU152 001232S Main Campus

Section Type: Lecture

Credit Hours: 1.00

Course Description: Market analysis, defining target markets and setting marketing objectives for a new or existing small business; specific strategies for achieving marketing objectives and identifying relevant aspects of product, price, place and promotion.

Section Notes: Workshop format. Attendance and participation are required.

WHEN

Days: R

Times: 06:00 PM - 09:00 PM

Start Date: 01/25/2024

End Date: 02/22/2024

WHERE

Campus: Main Campus

Building: Shears Technology Center

Room: STC112

INSTRUCTOR

MATT SMITH

BOOKS

No textbooks for this course.