

## Marketing Applications for Entrepreneurs - BU152

---

**Section:** BU152 001242S 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:** No textbook is required for this class

**WHEN**

Days: R

Times: 06:00 PM - 09:00 PM

Start Date: 01/30/2025

End Date: 02/27/2025

**WHERE**

Campus: Main Campus

Building: Shears Technology Center

Room: STC112

**INSTRUCTOR**

MATT SMITH

**BOOKS**

No textbooks for this course.