

## Marketing Applications for Entrepreneurs - BU152

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**Section:** BU152 001252S Main Campus

**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 required

**WHEN** Start Date: 01/29/2026 End Date: 02/26/2026

**Days:**

R

6:00 PM - 9:00 PM

Campus: Main Campus

Building: Shears Technology Center

Room: STC112

### **INSTRUCTOR**

MATTHEW SMITH

### **BOOKS**

No textbooks for this course.