

Marketing Applications for Entrepreneurs - BU152

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:

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6:00 PM - 9:00 PM

Campus: Main Campus

Building: Shears Technology Center

Room: STC112

INSTRUCTOR

MATT SMITH

BOOKS

No textbooks for this course.