

## Marketing Applications for Entrepreneurs - BU152

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**Section:** BU152 816231S Online

**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.

**WHEN**

Days: Arranged

Times: Arranged

Start Date: 10/02/2023

End Date: 11/03/2023

**WHERE**

Online

**INSTRUCTOR**

ANNA BALLINGER

**BOOKS**

No textbooks for this course.