

Marketing Applications for Entrepreneurs - BU152

Section: BU152 816251S 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 Start Date: 10/06/2025 End Date: 11/07/2025

Days:

Arranged

Arranged

INSTRUCTOR

ANNA BALLINGER

BOOKS

No textbooks for this course.