

MKT6380 - Marketing Entry Strategies

[MKT 6380](#) ([ENTP 6380](#)) Marketing Entry Strategies (3 semester hours) This course addresses the marketing challenges facing the entrepreneurial firm, with specific emphasis on the choice and implementation of an initial market entry strategy. This choice typically involves multiple decisions, each based on critical assumptions about customers, markets and competitors. Early validation of these key assumptions is an essential element of the strategic decision process. Topics include understanding the context and the customer, developing and validating the business concept, defining the product/service offering and customer value proposition, positioning, creating awareness, and developing and implementing the market entry strategy. This course is equivalent to [ENTP 6380](#) and only one of these may be counted toward a degree. Prerequisite: [MKT 6301](#) and/or [ENTP 6370](#) or consent of the instructor. (3-0) Y