

MKT6380 - Market Entry Strategies

[MKT 6380](#) ([ENTP 6380](#)) Market Entry Strategies (3 semester credit 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. Credit cannot be received for both courses, [ENTP 6380](#) and [MKT 6380](#). Prerequisite: [ENTP 6370](#) or [MKT 6301](#) or instructor consent required. (3-0) Y