ENTP4330 - Entrepreneurial Marketing

ENTP 4330 Entrepreneurial Marketing (3 semester credit hours) This course addresses the marketing challenges facing the entrepreneurial firm, including the introduction and marketing of new products and services without the benefit of an established reputation, channel infrastructure or customer base. Topics include the development of marketing strategies, channel selection and design, product positioning, competitive pricing strategies, advertising and promotion, etc., all within the framework of the resource and reputational limitations inherent in a new venture, whether in the context of an entrepreneurial startup or an established organization. Prerequisites: ENTP 3301 or instructor consent required. (3-0) Y