

ENT 2021: Entrepreneurship Mkt

Marketing strategies for new ventures including target markets, research, sales strategy, guerilla marketing, promotion, distribution, pricing.

Credits: 3.0

Prerequisites:

VSB 2020

VSB 2009

VSB 2010

VSB 2030

VSB 2040

ECO 1001

SBI 2005

ECO 1002

ACC 1101

FIN 1113

MGT 1102

MKT 1137

(VSB 2020 and VSB 2009 :Y or VSB 2010 or VSB 2030 and VSB 2040) or ((ECO 1001 or SBI 2005) and ECO 1002 and ACC 1101 and FIN 1113 and MGT 1102 and MKT 1137)

Co-Requisites:

Program: [Entrepreneurship](#)