# Ent 652: Addressing Your Market

## MANAGEMENT

This course examines the marketing process and components of a successful marketing strategy for starting and growing a successful entrepreneurial venture. Students learn about the evolving practice of marketing and the potential for entrepreneurial thinking. Focal points range from issues with conventional marketing paradigms to the development of marketing strategy in the digital age.

3 Credits

## Instruction Type(s)

- Lecture: Lecture for Ent 652
- Lecture: Web-based Lecture for Ent 652
- Lecture: Online Program for Ent 652

## Subject Areas

- Entrepreneurship/Entrepreneurial Studies

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