

MKTG 381: Marketing for Startups

Examines the marketing tools, frameworks, and processes that assist a startup entrepreneur in exploring the feasibility of a business idea, developing a go-to market strategy, and building a scalable business model. Practice market research techniques, minimum valuable product development, customer acquisition and adoption strategies, and suitable for starting a new venture.

Credits: 3

Prerequisites/Permissions:

MKTG 301 (c), B-School Major/Minor

Program:

Marketing

COURSE DESCRIPTIONS