

Minnesota State University Moorhead

BUS 232: Entrepreneurial Marketing

A. COURSE DESCRIPTION

Credits: 3

Lecture Hours/Week: 3

Lab Hours/Week: *.*

OJT Hours/Week: *.*

Prerequisites: None

Corequisites: None

MnTC Goals: None

This course provides an opportunity to develop conceptual knowledge of important entrepreneurial concepts. The focus will be on the processes involved in marketing of goods and services, including the marketing terminology, the marketing mix, consumerism, and marketing segmentation. The concept of market and marketing research and the impacts of competitive structures on marketing decision-making will be covered.

B. COURSE EFFECTIVE DATES: 03/04/2013 - 02/01/2016

C. OUTLINE OF MAJOR CONTENT AREAS

None

D. LEARNING OUTCOMES (General)

None

E. Minnesota Transfer Curriculum Goal Area(s) and Competencies

None

F. LEARNER OUTCOMES ASSESSMENT

As noted on course syllabus

G. SPECIAL INFORMATION

None noted