

MGT 246 - ENTREPRENEUR MARKETING/FINANCE

Course Description

This course provides the student with a micro-business experience in which teams will start, manage, and close an enterprise in 15 weeks. An in-depth focus and experience on marketing and finance issues unique to entrepreneurs will be provided. Topics include niche marketing, guerilla marketing, strategic partnerships, social media, e-marketing to international markets, capital resource acquisition, cash flow, pro-forma planning, strategic ownership models, sales skills and strategy. The topics are put into play by the assignment of a community business mentor. Group 2 course.

Credit Hours

4

Contact Hours

4

Lecture Hours

4

Required Prerequisites

MGT 245 or instructor permission

Recommended Prerequisites or Skills

Competencies

ACC 121, MKT 201

General Education Outcomes supported by this course

Communications - Direct, Critical Thinking - Direct