

# MGT 246 - ENTREPRENEUR MARKETING/FINANCE

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## 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