

COURSE DETAIL

ENTREPRENEURSHIP AND MARKETING IN BUSINESS

Country

United Kingdom - England

Host Institution

Brunel University London

Program(s)

English Universities

UCEAP Course Level

Upper Division

UCEAP Subject Area(s)

Business Administration

UCEAP Course Number

131

UCEAP Course Suffix**UCEAP Official Title**

ENTREPRENEURSHIP AND MARKETING IN BUSINESS

UCEAP Transcript Title

ENTREPRNSHP&MARKTNG

UCEAP Quarter Units

8.00

UCEAP Semester Units

5.30

Course Description

This course helps students develop an appreciation of the key characteristics of entrepreneurship and business ventures and addresses the theoretical and practical issues of marketing communications in a global context.

Language(s) of Instruction

English

Host Institution Course Number

MG2049

Host Institution Course Title

ENTREPRENEURSHIP AND MARKETING IN BUSINESS

Host Institution Course Details**Host Institution Campus**

Brunel University

Host Institution Faculty**Host Institution Degree****Host Institution Department**

Business

Course Last Reviewed

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