

## 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 Campus**

Brunel University

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

Business

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