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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