COURSE DETAIL

VENTURE MARKETING
Country Netherlands
Host Institution Utrecht University
Program(s) Utrecht University
UCEAP Course Level Upper Division
UCEAP Subject Area(s) Economics Business Administration
UCEAP Course Number 132
UCEAP Course Suffix
UCEAP Official Title VENTURE MARKETING
UCEAP Transcript Title VENTURE MARKETING
UCEAP Quarter Units 6.00
UCEAP Semester Units 4.00

Course Description

Venture Marketing focuses on how business start-ups and small/medium sized firms can create competitive advantages with limited marketing resources. Students focus on the marketing management process and how competitive advantage can be created using market research, product development, pricing strategies, and communication strategies. This course teaches students how to apply concepts, models, and theories from the domain of marketing in specific (new) business situations. Course activities include the use of case studies, a video (management) project, and a simulation.

Language(s) of Instruction
English

Host Institution Course Number
EC2VM

Host Institution Course Title
VENTURE MARKETING

Host Institution Course Details
https://osiris-student.uu.nl/#/onderwijscatalogus/extern/cursus?taal=en

Host Institution Campus

Host Institution Faculty
Law, Economics, Governance

Host Institution Degree

Host Institution Department
Economics

Course Last Reviewed
2021-2022

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