

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 Campus

Host Institution Faculty

Law, Economics, Governance

Host Institution Degree

Host Institution Department

Economics

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