

# 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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