

# MGMT 354 : Entrepreneurial Marketing

The course is designed for students that are interested in the area of entrepreneurialism and have a passion for entrepreneurship outside of a "traditional" business field. The learning will be a mix of interactive lectures, experiential learning, small group activities and co-created learning opportunities. Prerequisites: MGMT 200 and MGMT 203.

**Credits** 3

**Prerequisites**

MGMT 200: Financial Accounting

MGMT 203: Introduction to Human Behavior in Organizations

**Cross Listed**

BUS 354