

## Module Handbook

TUK MODHB Homepage

# Course WIW-EPS-GMK-K-7

Marketing for New Ventures (2V, 3.0 LP)

## Course Type

SWS	Type	Course Form	CP (Effort)	Presence-Time / Self-Study
2	V	Lecture	3.0 CP	30 h 60 h
(2V)			3.0 CP	30 h 60 h

## Basedata

SWS	2V
CP, Effort	3.0 CP = 90 h
Position of the semester	1 Sem. in WiSe
Level	[7] Master (Advanced)
Language	[DE] German
Lecturers	Fassott, Georg, PD Dr. (WMA   DEPT: WIW)
Area of study	[WIW-AND] Business studies for students of other faculties
Lifecycle-State	[NORM] Active

## Contents

Course "Marketing for New Ventures":

The course deals with the following marketing topics of new ventures:

- Target Groups of Entrepreneurial Marketing
- Business Ideas / Opportunities
- Market Research
- Market Segmentation and Positioning

- Marketing Mix for New Ventures

## Literature

Freiling, J.; Kollmann, T. (Hrsg.) (2015): Entrepreneurial Marketing, 2. Aufl., Wiesbaden.

## Materials

Olat

## Requirements for attendance (informal)

None

## Requirements for attendance (formal)

None

## References to Course [WIW-EPS-GMK-K-7]

Module	Name	Context	
[WIW-EPS-EM6-M-7]	Entrepreneurial Marketing	P: Obligatory	2V, 3.0 LP
[WIW-EPS-GMK-M-7]	Marketing for New Ventures	WP: Obligation to choose	2V, 3.0 LP