

Marketing in Innovation and New Products

Master in L&M 4E 2024/2025

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Office Hours By appointment

Programme

1. Marketing in Entrepreneurship and Innovation
2. Identification of Marketing/Business Opportunities
3. Entrepreneurial Marketing Plan
4. Business Model
5. Marketing Analysis and Strategy
6. Development of Entrepreneurial Marketing-Mix

Evaluation

1. Group assignments: 60%
2. Individual final written exam: 40%