

# The Future is OPEN



ENTR 356: Bootstrap Marketing for Entrepreneurs

## ENTR 356: BOOTSTRAP MARKETING FOR ENTREPRENEURS



This course is designed to introduce students to the unique challenges of marketing in start-up organizations and to provide tips and techniques for launching and promoting a new business. Students learn about the evolving practice of marketing and the potential for entrepreneurial thinking. A key component of this course is the development of a complete marketing plan for a new business venture.

Sacramento City College

