

# Entrepreneurial Marketing



8.22



- UC "g" Credit
- Prepare for an entry-level position in the marketing industry
- Promote effective communication skills
- Develop critical thinking and leadership skills while mastering core competencies



This course is designed to give students an opportunity to investigate the function of entrepreneurial marketing in the free market economy, defining characteristics of entrepreneurs and their general marketing requirements, and compare & contrast concepts of traditional marketing to entrepreneurial marketing. Students will focus on both individual and collaborative research to develop and participate in collaborative discourse, evidence-based writing, and multimedia presentations. They will develop a portfolio that will not only demonstrate their findings and analysis of various dimensions of entrepreneurial enterprises and thinking but will also provide a guide for future endeavors and studies that coincide with their own strengths and interests.

To enroll or learn more about this program, talk to your counselor, visit your career center, or contact

Ms. Carattini at: [vcarrattini@fremont.k12.ca.us](mailto:vcarrattini@fremont.k12.ca.us)

More information is also available at:

<http://www.mvrop.org/instructor/carattini.html> or [www.mvrop.org](http://www.mvrop.org)