Entrepreneurial Marketing
ENTRE/MKTG 555

Entrepreneurs face the challenge of using limited resources to market new products and services. Yet in many ways, all marketing--even that within well-established and well-funded firms--has become entrepreneurial as organizations of every size and stage of development look to get smarter and more evidence-based about their marketing strategies.

Students will learn both the strategic and tactical elements of successful entrepreneurial marketing initiatives--from value creation, to brand building and marketing communications and technology. This course will address all stages of the marketing cycle, taking a hands-on approach that will give students exposure to current marketing technologies. We'll also explore the ways that product development is itself informed by disciplined marketing practices. Each week we’ll be joined by an entrepreneur to get real world perspectives on course themes and place the material in context.

**Entrepreneurial value creation**

An approach to value-creation that is based on alertness to customers and their unmet needs

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