Overview

Marketing plays a key role in identifying, acquiring and retaining customers that is critical to the success of a startup company. Startup Marketing examines given significant resource constraints, how startup companies identify, attract and retain customers by understanding their expressed and latent needs, and how startup companies translate these needs into value offerings that customers want, communicate the benefits of the value offerings, and manage the delivery of value offerings to customers, and how ultimately startup companies capture value back.

Please note this is a general overview and therefore cannot be considered a substitute for Fundamentals of Marketing.
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<th><strong>Faculty</strong></th>
<th>UNSW Business School</th>
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<tr>
<td><strong>School</strong></td>
<td>School of Marketing</td>
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<td><strong>Study Level</strong></td>
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<td><strong>Offering Terms</strong></td>
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<td><strong>Campus</strong></td>
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<td><strong>Timetable</strong></td>
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Conditions for Enrolment

Excluded: All UG Business programs
Course Outline

To access course outline, please visit:

GENC6007 Course Outline
Fees

Commonwealth Supported Students  $1395
Domestic Students  $5610
International Students  $5610

DISCLAIMER
Please note that the University reserves the right to vary student fees in line with relevant legislation. This fee information is provided as a guide and more specific information about fees, including fee policy, can be found on the fee website.

For advice about fees for courses with a fee displayed as "Not Applicable", including some Work Experience and UNSW Canberra at ADFA courses, please contact the relevant Faculty.

Where a Commonwealth Supported Students fee is displayed, it does not guarantee such places are available.
Additional Information

This course is offered as General Education.
Pre-2019 Handbook Editions

Access past handbook editions (2018 and prior)

Pre-2019 Handbook Editions
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Authorised by Deputy Vice-Chancellor (Academic)
CRICOS Provider Code 00098G
ABN: 57 195 873 179