

MARKETING ENTREPRENEURSHIP LAB (6 ECTS)



April 21st – July 13th

BY MAX WITTROCK, MARKETING EXPERT AND CO-FOUNDER
OF JOKOLADE AND MYMUESLI



Max Wittrock

Co-Founder jokolade & mymuesli



Oliver Bücken, Co-Instructor

Lecturer at TUM and co-founder bücher.de

Learn practical marketing and business knowledge and apply your marketing skills to real world Start-ups. Students get the opportunity to improve their marketing knowledge and apply it to a real world challenge.

Support a Start-up of your choice with a course-related project in the areas of strategic marketing, market research, product launch, etc.

Content

- How do you create a marketing plan and decide on a strategy?
- How do you measure marketing effectiveness?
- The basics of Public Relations, Storytelling, and Social Media Marketing
- How to plan a Start-up market entry?
- How to balance budget and goals?
- The correlation of startup business models and marketing

APPLY HERE NOW

For Master Students only