

MARKETING ENTREPRENEURSHIP LAB (6 ECTS)

Oct 24th | Online kick-off, 10:00 AM - 12:00 PM

Oct 24th - Nov 6th | Team formation & finding a start-up with marketing challenge



Nov 14th - Nov 17th | Three and a half day workshop, 10:00 AM - 4:00 PM

Dec 1st - Dec 12th | Individual team online clinic

Jan 9th or Jan 10th | Exam

BY MAX WITTRÖCK AND OLIVER BÜCKEN



Max Wittrock

Co-founder jokolade & mymuesli



Oliver Bücken

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



Having the lecturer team of Oliver and Max really made this seminar special. Their combined knowledge and expertise enabled me to deep dive into various aspects of marketing.



Simon Rudat

Co-founder of Rekrutados.com

APPLY HERE NOW

For Master's Students only