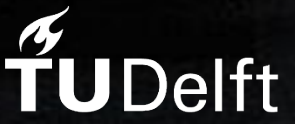




Scan to explore Q3 courses!

Technology Based Marketing and Sales

Q3 Master Elective Open to all Master & PhDs



Delft Centre for Entrepreneurship

Empowering Entrepreneurial Minds



Content

This course is aimed for Master and PhD students who wants to sharpen their marketing tools.

It will offer you deeper knowledge in a specialized aspect of technology business development: Marketing.

Start Q3; February 14th

5 ECTS



Topics:

- Choosing a target market for your offering and creating a competitive advantage
- Analyzing your company's changing environment and compare it with its strengths and weaknesses.
- Developing an operational marketing battle plan.
- Capturing your value proposition: coopetition & sales practicum.

Deliverable:

- An academically grounded, problem solving document for a real-life company.
 - Has to be defended orally.

Questions and enrolment...

Dr. Tom L. Dolkens (coordinator)

T.L.Dolkens@tudelft.nl

Enrol on Brightspace:

<https://brightspace.tudelft.nl/d2l/le/content/190557/viewContent/1642844/View>

