

MBA 8654: Mktng, Priv Eqty&Venture Cap

Value creation forms the core of private equity and venture capital strategic development, this course explores marketing's role in this. Topics: 1) fundraising strategies 2) marketing strategies for venture acceleration and 3) marketing's role in deal valuation and operating company activities.

Credits: 1.5

Prerequisites:

MBA 8450 and MBA 8650