

MAR239 : Project and Portfolio III: Marketing

The Project and Portfolio III: Marketing course combines hands-on learning experiences with summative and formative portfolio assessments. In this course, students will be introduced to the practice of intrapreneurship. Students will learn how to analyze and present a compelling innovation or process change within an organization while considering how to diplomatically introduce the solution to peers and decision makers. Students will then produce an internal business proposal and visual presentation.

Credits 3