



Marketing, Innovation and Entrepreneurship

KEY WORDS

MARKETING,
INNOVATION,
ENTREPRENEURSHIP

MAIN CONTENTS

The course integrates fundamentals of marketing, entrepreneurship, and innovation, covering the marketing mix, consumer behavior, and corporate social responsibility with an emphasis on sustainability and circular economy. It also develops tools to formulate value propositions, define resources, costs, and sales channels, and apply creative methodologies to generate, evaluate, and present sustainable business ideas.

COURSE DYNAMICS

Lectures, hands-on workshops on the covered topics, and student presentations.

LANGUAGE

Spanish
English

EVALUATION METHODOLOGY

Through presentations of the topics in each module

CONTACT US

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Topic area

Innovation and technology



Format

In-person
64hs



Level

Introductory / basic



Certificate of Approval

