COURSE DETAIL

INNOVATIVE MARKETING
Country China
Host Institution Fudan University
Program(s) Fudan University
UCEAP Course Level Upper Division
UCEAP Subject Area(s) Business Administration
UCEAP Course Number 156
UCEAP Course Suffix
UCEAP Official Title INNOVATIVE MARKETING
UCEAP Transcript Title INNOVATIVE MARKETNG
UCEAP Quarter Units 3.50
UCEAP Semester Units 2.30

Course Description

This course explores customer values and buying behavior from an innovative perspective. It also analyzes the development of the industry and the evolution of competition in marketing, as well as corporate social responsibility and sustainable development of an enterprise. Through the course, students learn to make scientific and creative marketing strategies to maintain and develop customer relations and their resources.

Language(s) of Instruction
Chinese

Host Institution Course Number
MANA115003,GEIN10026

Host Institution Course Title
INNOVATIVE MARKETING

Host Institution Course Details

Host Institution Campus

Host Institution Faculty
Zhe ZHANG

Host Institution Degree

Host Institution Department
Management

Course Last Reviewed
2025-2026

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