

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

Host Institution Course Title

INNOVATIVE MARKETING

Host Institution Campus

Host Institution Faculty

Zhe ZHANG

Host Institution Degree

Host Institution Department

Management

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