

# 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 Course Details

## Host Institution Campus

## Host Institution Faculty

Zhe ZHANG

## Host Institution Degree

## Host Institution Department

Management

## Course Last Reviewed

2021-2022

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