COURSE DETAIL

PRINCIPLES OF MARKETING
Country Australia
Host Institution University of Melbourne
Program(s) University of Melbourne
UCEAP Course Level Lower Division
UCEAP Subject Area(s) Business Administration
UCEAP Course Number 30
UCEAP Course Suffix
UCEAP Official Title PRINCIPLES OF MARKETING
UCEAP Transcript Title MARKETING
UCEAP Quarter Units 6.00
UCEAP Semester Units 4.00

Course Description

This course examines the basic theoretical framework of marketing, including segmentation, buyer behavior, product management, market communications, channel management and pricing decisions are introduced in this subject. Students are also introduced to basic concepts in market research and management of marketing programs.

Language(s) of Instruction
English

Host Institution Course Number
MKTG1001

Host Institution Course Title
PRINCIPLES OF MARKETING

Host Institution Course Details
https://handbook.unimelb.edu.au/subjects/mktg10001/print

Host Institution Campus
Parkville

Host Institution Faculty

Host Institution Degree

Host Institution Department
Marketing

Course Last Reviewed
2025-2026

Print