

# COURSE DETAIL

## PRINCIPLES OF MARKETING

**Country**

**Host Institution**

**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 is an introduction to the basic theoretical framework of marketing, including segmentation, buyer behavior, product management, market communications, channel management, and pricing decisions. Students are 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****Host Institution Campus**

Melbourne

**Host Institution Faculty****Host Institution Degree****Host Institution Department**

Marketing

**Course Last Reviewed**

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