

COURSE DETAIL

MARKETS, ORGANISATION AND SOCIETIES

Country

United Kingdom - England

Host Institution

King's College London

Program(s)

King's College London

UCEAP Course Level

Upper Division

UCEAP Subject Area(s)

Business Administration

UCEAP Course Number

126

UCEAP Course Suffix**UCEAP Official Title**

MARKETS, ORGANISATION AND SOCIETIES

UCEAP Transcript Title

MARKETS/ORG&SOCIETY

UCEAP Quarter Units

6.00

UCEAP Semester Units

4.00

Course Description

This course explores contemporary developments in marketing, in light of recent developments in socio-economic, technology, and regulatory trends in society and their influences on attitudes and behavior. It draws in several external expert guest speakers to help consider not only the drivers of change that have shaped marketing in our current era, but also stimulate thinking about the implications for lifestyles in the not-too-distant future and the practical and ethical issues that may arise for individuals and society. It adopts an active, collaborative, and inclusive style of teaching in tutorials. Many industry professionals come to class to provide real case studies, problems, and insights which mainly focus on equality and diversity, and sustainability issues. These guests provide the briefs for students' real-life authentic assessment task.

Language(s) of Instruction

English

Host Institution Course Number

5SSMN221

Host Institution Course Title

CONTEMPORARY DEVELOPMENTS IN MARKETING

Host Institution Course Details

<https://www.kcl.ac.uk/abroad/module-options/module?id=3d253f39-8f06-4d37-bbb2-0...>

Host Institution Campus

King's College London

Host Institution Faculty

Host Institution Degree

bachelors

Host Institution Department

Business

Course Last Reviewed

2021-2022

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