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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