

# COURSE DETAIL

## MARKETING

**Country**

Chile

**Host Institution**

Pontifical Catholic University of Chile

**Program(s)**

Pontifical Catholic University of Chile, University of Chile

**UCEAP Course Level**

Upper Division

**UCEAP Subject Area(s)**

Economics Business Administration

**UCEAP Course Number**

140

**UCEAP Course Suffix****UCEAP Official Title**

MARKETING

**UCEAP Transcript Title**

MARKETING

**UCEAP Quarter Units**

5.00

**UCEAP Semester Units**

3.30

## Course Description

This course analyzes the role of marketing in the creation and management of companies. It also examines the role of marketing in current business trends both in Chile and the rest of the world. Topics include: the concept of marketing; customer orientation; business models; the marketing plan and control of management; consumer behavior; market and customer research; consumer segmentation; segmentation models; positioning strategy; branding strategy; product strategy; sales strategy; distribution strategy; pricing strategy; integrated communications; CRM and customer value; international marketing; online marketing; social and ethical marketing.

## Language(s) of Instruction

Spanish

## Host Institution Course Number

EAA230A

## Host Institution Course Title

MARKETING

## Host Institution Campus

Campus San Joaquín

## Host Institution Faculty

## Host Institution Degree

## Host Institution Department

Facultad de Ciencias Económicas y Administrativas

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