

# 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**

MERCADOS I

**Host Institution Course Details**

[http://catalogo.uc.cl/index.php?tmpl=component&option=com\\_catalogo&view=program...](http://catalogo.uc.cl/index.php?tmpl=component&option=com_catalogo&view=program...)

**Host Institution Campus**

Campus San Joaquín

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

Facultad de Ciencias Económicas y Administrativas

**Course Last Reviewed**

2018-2019

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