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...

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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