

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 Campus

Campus San Joaquín

Host Institution Faculty

Host Institution Degree

Host Institution Department

Facultad de Ciencias Económicas y Administrativas

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