

COURSE DETAIL

MARKETING

Country

Korea, South

Host Institution

Yonsei University

Program(s)

Yonsei University

UCEAP Course Level

Upper Division

UCEAP Subject Area(s)

Business Administration

UCEAP Course Number

155

UCEAP Course Suffix**UCEAP Official Title**

MARKETING

UCEAP Transcript Title

MARKETING

UCEAP Quarter Units

4.50

UCEAP Semester Units

3.00

Course Description

This course integrates the theoretical and managerial issues concerning the operation of the marketing discipline. More specifically the class introduces the basic marketing concepts of product, price, distribution and promotion; analyzes marketing problems and appropriate marketing strategies for implementation, including brand storytelling with the production of a branded film; applies the three core values of YSB's mission—creativity, integrity and global; and encourages a proactive learning approach via the use of a more problem-solving-based and interaction-based classroom.

Language(s) of Instruction

Host Institution Course Number

BIZ2120

Host Institution Course Title

MARKETING

Host Institution Course Details

http://ysweb.yonsei.ac.kr:8888/curri120601/curri_pop2.jsp?hakno=BIZ2120&bb=01&s...

Host Institution Campus

Host Institution Faculty

Host Institution Degree

Host Institution Department

Business Administration

Course Last Reviewed

2020-2021

[Print](#)