

COURSE DETAIL

MARKETING AND SOCIETY

Country

Ireland

Host Institution

University College Cork

Program(s)

University College Cork

UCEAP Course Level

Upper Division

UCEAP Subject Area(s)

Business Administration

UCEAP Course Number

141

UCEAP Course Suffix**UCEAP Official Title**

MARKETING AND SOCIETY

UCEAP Transcript Title

MARKETING & SOCIETY

UCEAP Quarter Units

4.00

UCEAP Semester Units

2.70

Course Description

In this course, students examine the relationship between marketing and society. Topics include marketing ethics, marketing and the environment, marketing and sustainability, marketing and social responsibility, and marketing and gender.

Language(s) of Instruction

English

Host Institution Course Number

MG4045

Host Institution Course Title

MARKETING AND SOCIETY

Host Institution Campus

University College Cork

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

Management and Marketing

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