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 Course Details

Host Institution Campus
University College Cork

Host Institution Faculty

Host Institution Degree

Host Institution Department
Management and Marketing

Course Last Reviewed

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