

COURSE DETAIL

INTRODUCTION TO MARKETING

Country

United Kingdom - Scotland

Host Institution

University of Glasgow

Program(s)

University of Glasgow

UCEAP Course Level

Lower Division

UCEAP Subject Area(s)

Business Administration

UCEAP Course Number

11

UCEAP Course Suffix**UCEAP Official Title**

INTRODUCTION TO MARKETING

UCEAP Transcript Title

INTRO TO MARKETING

UCEAP Quarter Units

4.00

UCEAP Semester Units

2.70

Course Description

The course introduces the core concepts of marketing providing foundations for further study of advanced marketing courses. It enhances the development of analytical skills by making clear connections between theory and management practice using contemporary examples and applications. The course begins with an introduction to marketing concepts and an overview of fundamentals of competitive analysis including customer/industrial buyer behavior, segmentation, competitor analysis, and marketing research. The second part of the course considers marketing strategies including the concepts of positioning, targeting, and marketing mix decisions. The final part examines topical issues in modern marketing such as international marketing, digital marketing, or service marketing.

Language(s) of Instruction

English

Host Institution Course Number

MGT1021

Host Institution Course Title

INTRODUCTION TO MARKETING

Host Institution Course Details

Host Institution Campus

University of Glasgow

Host Institution Faculty

Host Institution Degree

Host Institution Department

Adam Smith Business School

Course Last Reviewed

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