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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