COURSE DETAIL

FUNDAMENTALS OF MARKETING

Country
China

Host Institution
Fudan University

Program(s)
Shanghai Summer

UCEAP Course Level
Upper Division

UCEAP Subject Area(s)
Business Administration

UCEAP Course Number
131

UCEAP Course Suffix
S

UCEAP Official Title
FUNDAMENTALS OF MARKETING

UCEAP Transcript Title
MARKETING

UCEAP Quarter Units
4.00

UCEAP Semester Units

2.70

Course Description
This introductory marketing course is primarily organized around the four elements of marketing mixes: product, price, place (distribution) and promotion. The course also covers marketing research methods, customer behavior, segmentation, targeting, differentiation, positioning, digital marketing and global marketing.

Language(s) of Instruction
English

Host Institution Course Number
ECON170025,GEIS20002

Host Institution Course Title
FUNDAMENTALS OF MARKETING

Host Institution Course Details
https://iss.fudan.edu.cn/GEIS20002FundamentalsofMarketing.pdf

Host Institution Campus

Host Institution Faculty

Host Institution Degree

Host Institution Department
Fudan International Summer Session

Course Last Reviewed
2026-2027

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