

# 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

**Host Institution Course Title**

FUNDAMENTALS OF MARKETING

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

Business and Economy

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