

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

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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 Course Details

Host Institution Campus

Host Institution Faculty

Host Institution Degree

Host Institution Department

Business and Economy

Course Last Reviewed

2024-2025

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