COURSE DETAIL

MARKETING MANAGEMENT

Country

Spain

Host Institution

Carlos III University of Madrid

Program(s)

Carlos III University of Madrid

UCEAP Course Level

Upper Division

UCEAP Subject Area(s)

Business Administration

UCEAP Course Number

107

UCEAP Course Suffix

UCEAP Official Title

MARKETING MANAGEMENT

UCEAP Transcript Title

MARKETING MANAGEMNT

UCEAP Quarter Units

5.00

UCEAP Semester Units

3.30

Course Description

This course is an overview of marketing management, covering the operating details of a marketing plan. Topics of study include: types of products, product innovation, the new product development process, brand management, pricing determinants and strategies, communication and media, advertising, sales promotion, sponsorship and PR, below the line communication, sales force, distribution channels, content of the marketing plan, and marketing audits.

Language(s) of Instruction

Host Institution Course Number

13169,13473

Host Institution Course Title

DIRECCIÓN COMERCIAL/GESTIÓN DE MARKETING

Host Institution Campus

Getafe

Host Institution Faculty

Facultad de Ciencias Sociales y Jurídicas

Host Institution Degree

Administración de Empresas

Host Institution Department

Economía de la Empresa

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