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 Course Details
https://aplicaciones.uc3m.es/cpa/generaFicha?est=204&plan=395&anio=2024&asig=13...

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

Course Last Reviewed
2024-2025

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