

# 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

[Print](#)