COURSE DETAIL

MARKETING AND SOCIETY
Country United Kingdom - Scotland
Host Institution University of Edinburgh
Program(s) University of Edinburgh
UCEAP Course Level Upper Division
UCEAP Subject Area(s) Communication Business Administration
UCEAP Course Number 124
UCEAP Course Suffix
UCEAP Official Title MARKETING AND SOCIETY
UCEAP Transcript Title MARKETING & SOCIETY
UCEAP Quarter Units 8.00
UCEAP Semester Units 5.30

Course Description

This course introduces students to a variety of applications of nonprofit marketing. It considers how commercial marketing concepts can be applied to nonprofit organizations, in contexts such as charities marketing and fundraising, political marketing, and social marketing. The course also considers the dark side of marketing through an examination of issues such as bad marketing practices, living in a consumer culture, commercialization of life, and the McDonaldization of society.

Language(s) of Instruction
English

Host Institution Course Number
BUST10108

Host Institution Course Title
MARKETING AND SOCIETY

Host Institution Course Details
http://www.drps.ed.ac.uk/24-25/dpt/cxbust10108.htm

Host Institution Campus
Edinburgh

Host Institution Faculty

Host Institution Degree

Host Institution Department
Business Studies

Course Last Reviewed
2024-2025

Print