

# 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 McDonaldisation of society.

### Language(s) of Instruction

English

### Host Institution Course Number

BUST10108

### Host Institution Course Title

MARKETING AND SOCIETY

### Host Institution Campus

Edinburgh

### Host Institution Faculty

### Host Institution Degree

### Host Institution Department

Business Studies

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