

COURSE DETAIL

MARKETING

Country

Netherlands

Host Institution

Utrecht University

Program(s)

Utrecht University

UCEAP Course Level

Upper Division

UCEAP Subject Area(s)

Economics Business Administration

UCEAP Course Number

116

UCEAP Course Suffix**UCEAP Official Title**

MARKETING

UCEAP Transcript Title

MARKETING

UCEAP Quarter Units

6.00

UCEAP Semester Units

4.00

Course Description

This course provides an introduction to the field of marketing and covers: marketing management process; market research; creating product offerings through product development; pricing strategies; delivering value through supply chain decisions; service strategies; and communicating to markets both through personal and impersonal media. Course participants must have a basic understanding of statistics and regression, and be able to work with a statistical software like Stata, SPSS, or Jamovi. The course assumes students have completed the courses Statistics (ECB1STAT) and Econometrics (ECB2METRIE), or equivalent, as a prerequisite.

Language(s) of Instruction

English

Host Institution Course Number

ECB2MKT

Host Institution Course Title

MARKETING

Host Institution Campus

Utrecht University

Host Institution Faculty

Law, Economics, & Governance

Host Institution Degree

Host Institution Department

Economics

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