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 Course Details
https://osiris-student.uu.nl/#/onderwijscatalogus/extern/cursus?taal=en

Host Institution Campus
Utrecht University

Host Institution Faculty
Law, Economics, & Governance

Host Institution Degree

Host Institution Department
Economics

Course Last Reviewed
2021-2022

Print