

COURSE DETAIL

CUSTOMER ACQUISITION AND RETENTION

Country

Hong Kong

Host Institution

Hong Kong University of Science and Technology (HKUST)

Program(s)

Hong Kong University of Science and Technology

UCEAP Course Level

Upper Division

UCEAP Subject Area(s)

Business Administration

UCEAP Course Number

144

UCEAP Course Suffix**UCEAP Official Title**

CUSTOMER ACQUISITION AND RETENTION

UCEAP Transcript Title

CUSTOMER MARKETING

UCEAP Quarter Units

6.00

UCEAP Semester Units

4.00

Course Description

This course incorporates prior learning in marketing and gives practical examples of how the basic principles are used in digital and direct marketing. The clear differences between General Advertising and Digital and Direct Marketing in customer acquisition and retention are explain in detail. There is extensive use made of videos to illustrate the principles taught, and analysis of video material is required to answer exam questions. Participation is not just encouraged, but required, thus there will be classes where you will be asked to come prepared with 2 or 3 questions either from the readings or other material presented.

Language(s) of Instruction

English

Host Institution Course Number

MARK4290D

Host Institution Course Title

CUSTOMER ACQUISITION AND RETENTION

Host Institution Campus

Host Institution Faculty

Host Institution Degree

Host Institution Department

Marketing

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