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 Course Details

Host Institution Campus

Host Institution Faculty

Host Institution Degree

Host Institution Department
Marketing

Course Last Reviewed

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