COURSE DETAIL

MARKETING MANAGEMENT
Country Barbados
Host Institution University of the West Indies
Program(s) University of the West Indies
UCEAP Course Level Upper Division
UCEAP Subject Area(s) Business Administration
UCEAP Course Number 117
UCEAP Course Suffix
UCEAP Official Title MARKETING MANAGEMENT
UCEAP Transcript Title MARKETING MANAGEMNT
UCEAP Quarter Units 6.00
UCEAP Semester Units 4.00

Course Description

This course examines principles of marketing with an emphasis on decision making. The core concepts include defining customer needs; analyzing markets; target marketing; planning and techniques; and marketing mix strategies. Specific attention is placed on strategic management principles that are pertinent to the marketing management process.

Language(s) of Instruction
English

Host Institution Course Number
MKTG 3000

Host Institution Course Title
MARKETING MANAGEMENT

Host Institution Course Details

Host Institution Campus
Cave Hill

Host Institution Faculty

Host Institution Degree

Host Institution Department
Management Studies

Course Last Reviewed
2022-2023

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