

# 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 Campus

Cave Hill

## Host Institution Faculty

## Host Institution Degree

## Host Institution Department

Management Studies

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