

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 MANAGEMENT

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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