COURSE DETAIL

MARKETING MANAGEMENT
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 127
UCEAP Course Suffix
UCEAP Official Title MARKETING MANAGEMENT
UCEAP Transcript Title MARKETING MGMT
UCEAP Quarter Units 4.50
UCEAP Semester Units 3.00

Course Description
This course introduces the concepts and skills essential in marketing strategy. Marketing strategy involves two basic sets of activities. The first set starts with identifying consumer needs and ends with positioning a product or service to satisfy those needs and differentiate it from competition. In between, there is rigorous analysis of the customer, the competition, the environment, and the company's own capabilities. The second set of activities revolves around the “marketing mix”, commonly referred to as the 4 P's (product, placement, price and promotion). Marketing mix activities include: letting the consumer know about the product in an attention-getting, convincing and motivating way, getting it to the consumer through the best combination of distribution channels, pricing it effectively, and offering incentives to try, purchase, and re-purchase.

Language(s) of Instruction
English

Host Institution Course Number
MARK2120

Host Institution Course Title
MARKETING MANAGEMENT

Host Institution Course Details

Host Institution Campus
HKUST, Business

Host Institution Faculty

Host Institution Degree

Host Institution Department
Marketing

Course Last Reviewed

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