

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 Campus

HKUST, Business

Host Institution Faculty

Host Institution Degree

Host Institution Department

Marketing

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