

COURSE DETAIL

FUNDAMENTALS OF MARKETING

Country

Spain

Host Institution

Complutense University of Madrid

Program(s)

Complutense University of Madrid

UCEAP Course Level

Upper Division

UCEAP Subject Area(s)

Business Administration

UCEAP Course Number

105

UCEAP Course Suffix**UCEAP Official Title**

FUNDAMENTALS OF MARKETING

UCEAP Transcript Title

MARKETING FUNDAMNTL

UCEAP Quarter Units

5.00

UCEAP Semester Units

3.30

Course Description

This course offers an introduction to marketing and the management of marketing processes. Topics include: micro-macro environment; consumer and B2B behavior; market research; management information systems in marketing; segmentation and positioning strategies; product and services; brand management and strategies; pricing strategies; distribution; media and communication strategies; marketing and new technologies.

Language(s) of Instruction

Host Institution Course Number

802285

Host Institution Course Title

FUNDAMENTALS OF MARKETING

Host Institution Campus

Somosaguas

Host Institution Faculty

Facultad de Ciencias Económicas y Empresariales

Host Institution Degree

GRADO EN ADMINISTRACIÓN Y DIRECCIÓN DE EMPRESAS

Host Institution Department

Departamento de Marketing

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