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
FUNDAMENTOS DE MARKETING

Host Institution Course Details
https://economicasyempresariales.ucm.es/estudios/grado-ade-plan-802285

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

Course Last Reviewed
2022-2023

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