COURSE DETAIL

INTRODUCTION TO MARKETING
Country Denmark
Host Institution Copenhagen Business School
Program(s) Copenhagen Business School Summer
UCEAP Course Level Upper Division
UCEAP Subject Area(s) Business Administration
UCEAP Course Number 103
UCEAP Course Suffix
UCEAP Official Title INTRODUCTION TO MARKETING
UCEAP Transcript Title INTRO TO MARKETING
UCEAP Quarter Units 6.00
UCEAP Semester Units 4.00

Course Description

This course introduces the marketing function of an organization. It provides an overview of the theories and principles of marketing, which are supported by marketing science. The course focuses on how organizations identify the needs of their target markets, understand the buying behavior of their target markets, and develop a marketing mix to satisfy the needs and wants of these markets. While the course has a theoretical base that is underpinned by a marketing science approach, practical application of the concepts of marketing is an essential element.

Language(s) of Instruction
English

Host Institution Course Number
BA-BHAAI1015U

Host Institution Course Title
INTRODUCTION TO MARKETING

Host Institution Course Details
https://kursuskatalog.cbs.dk/2021-2022/BA-BHAAI1015U.aspx

Host Institution Campus

Host Institution Faculty

Host Institution Degree

Host Institution Department
International Summer University Programme

Course Last Reviewed
2022-2023

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