

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 Campus

Host Institution Faculty

Host Institution Degree

Host Institution Department

International Summer University Programme

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