

COURSE DETAIL

MARKETING MANAGEMENT

Country

Korea, South

Host Institution

Korea University

Program(s)

Korea University

UCEAP Course Level

Upper Division

UCEAP Subject Area(s)

Business Administration

UCEAP Course Number

105

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

The course covers the nature, scope, and role of the marketing in business practice. It includes a study of marketing concepts, as well as developing and implementing effective marketing plans.

Language(s) of Instruction

English

Host Institution Course Number

BUSS205

Host Institution Course Title

MARKETING MANAGEMENT

Host Institution Campus

Host Institution Faculty

Host Institution Degree

Host Institution Department

Business Administration

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