

# 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 Course Details

<http://infodepot.korea.ac.kr/lecture1/lecsubjectPlanView.jsp?year=2022&term=2R&...>

### Host Institution Campus

### Host Institution Faculty

### Host Institution Degree

### Host Institution Department

Business Administration

### Course Last Reviewed

2022-2023

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