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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