

COURSE DETAIL

MARKETING

Country

Korea, South

Host Institution

Yonsei University

Program(s)

Yonsei University Summer

UCEAP Course Level

Upper Division

UCEAP Subject Area(s)

Business Administration

UCEAP Course Number

120

UCEAP Course Suffix

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UCEAP Official Title

MARKETING

UCEAP Transcript Title

MARKETING

UCEAP Quarter Units

4.50

UCEAP Semester Units

3.00

Course Description

This course offers an introduction to marketing. The course aims to introduce key concepts in marketing; enable students to become conversational in marketing and foster an understanding of how firms employ various marketing strategies. It educates on the tools/methods to make decisions in complex marketing situations.

Language(s) of Instruction

English

Host Institution Course Number

IEE2028

Host Institution Course Title

MARKETING

Host Institution Campus

Yonsei International Summer School

Host Institution Faculty

Host Institution Degree

Host Institution Department

Business & Economics

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