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
S

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 Course Details
https://summer.yonsei.ac.kr/summer/program/general02.do?mode=download&articleNo...

Host Institution Campus
Yonsei International Summer School

Host Institution Faculty

Host Institution Degree

Host Institution Department
Business & Economics

Course Last Reviewed
2024-2025

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