COURSE DETAIL

CORPORATE MARKETING
Country China
Host Institution Fudan University
Program(s) Fudan University
UCEAP Course Level Upper Division
UCEAP Subject Area(s) Business Administration
UCEAP Course Number 158
UCEAP Course Suffix
UCEAP Official Title CORPORATE MARKETING
UCEAP Transcript Title CORPORATE MARKETING
UCEAP Quarter Units 3.00
UCEAP Semester Units 2.00

Course Description

The course provides an overview of the knowledge, theories, and skills related to corporate marketing. The course covers the need to strengthen corporate marketing management in the process of developing a socialist market economy; analysis of the marketing environment; purchase behavior of the market; integrated marketing decisions; basic procedures, methods, and strategies of marketing activities; and marketing management problems.

Language(s) of Instruction
Chinese

Host Institution Course Number
JOUR130058

Host Institution Course Title
MARKETING

Host Institution Course Details

Host Institution Campus

Host Institution Faculty
Xiaoyue Cai

Host Institution Degree

Host Institution Department
Journalism

Course Last Reviewed
2020-2021

Print