

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 Campus

Host Institution Faculty

Xiaoyue Cai

Host Institution Degree

Host Institution Department

Journalism

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