COURSE DETAIL

MARKETING MANAGEMENT
Country Taiwan
Host Institution National Taiwan University
Program(s) National Taiwan University
UCEAP Course Level Upper Division
UCEAP Subject Area(s) Business Administration
UCEAP Course Number 139
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 introduces students to marketing concepts and strategies. Through the discussion of case studies, the course aims to sharpen critical analytical thinking skills and effective communication. The applications of game theory in marketing strategies might be freely introduced in the course.

Language(s) of Instruction
English

Host Institution Course Number
BA3001

Host Institution Course Title
MARKETING MANAGEMENT

Host Institution Course Details
http://nol.ntu.edu.tw/nol/coursesearch/print_table.php?course_id=701%2030200&cl...

Host Institution Campus

Host Institution Faculty

Host Institution Degree

Host Institution Department
Business Administration

Course Last Reviewed
2022-2023

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