

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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