

# 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 Campus

### Host Institution Faculty

### Host Institution Degree

### Host Institution Department

Business Administration

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