COURSE DETAIL

MARKETING STRATEGY
Country Korea, South
Host Institution Yonsei University
Program(s) Yonsei University
UCEAP Course Level Upper Division
UCEAP Subject Area(s) Business Administration
UCEAP Course Number 167
UCEAP Course Suffix
UCEAP Official Title MARKETING STRATEGY
UCEAP Transcript Title MARKETING STRATEGY
UCEAP Quarter Units 4.50
UCEAP Semester Units 3.00

Course Description

This integrative course provides the knowledge and skills necessary to formulate, implement, and evaluate marketing strategies to solve problems in a dynamic global business environment through critical analysis of theories and application.

Language(s) of Instruction
English

Host Institution Course Number
BIZ4125

Host Institution Course Title
MARKETING STRATEGY

Host Institution Course Details
http://ysweb.yonsei.ac.kr:8888/curri120601/curri_pop2.jsp?&hakno=BIZ4125&bb=01&...

Host Institution Campus

Host Institution Faculty

Host Institution Degree

Host Institution Department
Business Administration

Course Last Reviewed
2021-2022

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