

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 Campus

Host Institution Faculty

Host Institution Degree

Host Institution Department

Business Administration

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