COURSE DETAIL

MARKETING MANAGEMENT
Country Germany
Host Institution Humboldt University Berlin
Program(s) Humboldt University Berlin
UCEAP Course Level Upper Division
UCEAP Subject Area(s) Business Administration
UCEAP Course Number 104
UCEAP Course Suffix
UCEAP Official Title MARKETING MANAGEMENT
UCEAP Transcript Title MARKETING MANAGEMNT
UCEAP Quarter Units 5.50
UCEAP Semester Units 3.70

Course Description
The objective of the course is to show the benefits of using a systematic and analytical approach to marketing decision-making. An analytical approach enables students to: a) understand how the “first principles” of marketing strategy helps firms organize the analytics opportunity and challenge in today’s data era, and b) use and execute data analytic techniques and case studies to understand how to solve marketing analytics problems in a scientific and process-driven manner. Most analytic challenges that marketing researchers, consultants, and managers face, could be integrated under one umbrella that comprises four fundamental marketing problems: a) all customer are different; b) all customers change; c) all competitors react; d) all resources are limited. The course then emphasizes how the “first principles” of marketing strategy help solve the four fundamental marketing problems and helps students develop analytic competencies pertaining to each of the four first principles. Students learn how to measure customer preferences, recognize different ways to segment markets, identify attractive customers to target, determine the best positioning of your brand, and develop new products that add value. Overall, by completing this course, students learn to make the return on investment case for marketing expenditures that companies are increasingly asking of their executives.

Language(s) of Instruction
English

Host Institution Course Number
70615Ü

Host Institution Course Title
MARKETING MANAGEMENT

Host Institution Course Details

Host Institution Campus
WIRTSCHAFTSWISSENSCHAFTLICHE FAKULTÄT

Host Institution Faculty

Host Institution Degree
Host Institution Department Betriebswirtschaftslehre
Course Last Reviewed

Print