

# COURSE DETAIL

## COMPETITIVE MARKETING

**Country**

Hong Kong

**Host Institution**

Hong Kong University of Science and Technology (HKUST)

**Program(s)**

Hong Kong University of Science and Technology

**UCEAP Course Level**

Upper Division

**UCEAP Subject Area(s)**

Business Administration

**UCEAP Course Number**

122

**UCEAP Course Suffix****UCEAP Official Title**

COMPETITIVE MARKETING

**UCEAP Transcript Title**

COMPETITIV POSITION

**UCEAP Quarter Units**

6.00

**UCEAP Semester Units**

4.00

**Course Description**

Analysis of the environment and competitive market space; value analysis, creation, and development of value proposition; strategic options for the creation of a sustainable competitive advantage; attack, counter-attack, and defensive marketing strategies; direct-competitive marketing simulation used as a medium for exposure to the competitive nature of the marketing environment.

**Language(s) of Instruction**

English

**Host Institution Course Number**

MARK3520

**Host Institution Course Title**

COMPETITIVE MARKETING

**Host Institution Campus****Host Institution Faculty****Host Institution Degree****Host Institution Department**

Marketing

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