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 POSITIONING

Host Institution Course Details

Host Institution Campus

Host Institution Faculty

Host Institution Degree

Host Institution Department
Marketing

Course Last Reviewed

Print