

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

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