

COURSE DETAIL

MARKETING AND CONSUMER BEHAVIOR

Country

Denmark

Host Institution

Aarhus University

Program(s)

Aarhus University

UCEAP Course Level

Upper Division

UCEAP Subject Area(s)

Communication Business Administration

UCEAP Course Number

115

UCEAP Course Suffix**UCEAP Official Title**

MARKETING AND CONSUMER BEHAVIOR

UCEAP Transcript Title

MARKETING&CONSUMER

UCEAP Quarter Units

8.00

UCEAP Semester Units

5.30

Course Description

Marketing is about the creation of value through exchange and transactions, and about auxiliary activities related to these tasks. Marketing can be approached from a behavioral as well as from a management-oriented perspective; this course uses both perspectives. The behavioral perspective takes its point of departure in topics such as competition, internationalization, and consumer behavior. In this course, consumer behavior receives special attention. Besides this, theories and models that describe and explain core marketing activities such as segmentation, positioning, product development, distribution, pricing, and market communication are central. This part constitutes an important basis for the management-oriented perspective. Using a management perspective, the management and monitoring of activities related to exchanges and transactions of products and services constitute the main issues. From a management perspective, marketing is about decision making, that is, about deciding marketing and competition strategies, and about the usability, formulation, combination and use of "classic" marketing tools. This part is about making well-founded choices with respect to general and business-unit strategies, competition strategy, segmentation and positioning, product, price, distribution, and communication strategies.

Language(s) of Instruction

English

Host Institution Course Number

410151U003

Host Institution Course Title

MARKETING AND CONSUMER BEHAVIOR

Host Institution Campus

Faculty of Business and Social Sciences

Host Institution Faculty

Host Institution Degree

Host Institution Department

Management

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