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 BEHAVIOUR

Host Institution Course Details

Host Institution Campus
Faculty of Business and Social Sciences

Host Institution Faculty

Host Institution Degree

Host Institution Department
Management

Course Last Reviewed

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