COURSE DETAIL

MARKETING
Country Spain
Host Institution Carlos III University of Madrid
Program(s) Carlos III University of Madrid
UCEAP Course Level Upper Division
UCEAP Subject Area(s) Business Administration
UCEAP Course Number 102
UCEAP Course Suffix E
UCEAP Official Title MARKETING
UCEAP Transcript Title MARKETING
UCEAP Quarter Units 5.00
UCEAP Semester Units

3.30

Course Description

This course provides a general framework for understanding how marketing activities are undertaken within various organizations. Topics of study include: strategic and tactical marketing, relationship marketing and key account management, internal and external market analysis, consumer behavior, market segmentation, positioning strategies, brand strategies, distribution channels, pricing, commercial communication, marketing audits, and the marketing plan. THIS COURSE IS THE SAME AS BUS A 102 BUT TAUGHT IN ENGLISH.

Language(s) of Instruction
English

Host Institution Course Number
13167

Host Institution Course Title
MARKETING

Host Institution Course Details
https://aplicaciones.uc3m.es/cpa/generaFicha?est=204&anio=2021&plan=395&asig=13...

Host Institution Campus
Getafe

Host Institution Faculty
Facultad de Ciencias Sociales y Jurídicas

Host Institution Degree
Doble Grado en Derecho y Administración de Empresas

Host Institution Department
Economía de la Empresa

Course Last Reviewed
2021-2022

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