

# 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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