

COURSE DETAIL

PRINCIPLES OF MARKETING

Country

Barbados

Host Institution

University of the West Indies

Program(s)

University of the West Indies

UCEAP Course Level

Upper Division

UCEAP Subject Area(s)

Economics Business Administration

UCEAP Course Number

106

UCEAP Course Suffix**UCEAP Official Title**

PRINCIPLES OF MARKETING

UCEAP Transcript Title

PRINCIPL OF MARKTNG

UCEAP Quarter Units

6.00

UCEAP Semester Units

4.00

Course Description

This course exposes students to the conceptual framework and principles underlying the use and application of marketing practice. Specific emphasis is placed on product, pricing, promotion and channel decisions by service, public and private sector organizations to satisfy efficiently consumer and client needs.

Language(s) of Instruction

English

Host Institution Course Number

MKTG2001

Host Institution Course Title

PRINCIPLES OF MARKETING

Host Institution Course Details

http://www.open.uwi.edu/undergraduate/course_details/mktg2001ms20a-principles-m...

Host Institution Campus

UWI-Cave Hill

Host Institution Faculty**Host Institution Degree****Host Institution Department**

Management Studies

Course Last Reviewed

2024-2025

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