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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