

# 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 Campus**

UWI-Cave Hill

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

Management Studies

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