COURSE DETAIL

PRINCIPLES OF MARKETING
Country Thailand
Host Institution Thammasat University
Program(s) Thammasat University
UCEAP Course Level Upper Division
UCEAP Subject Area(s) Economics Business Administration
UCEAP Course Number 139
UCEAP Course Suffix
UCEAP Official Title PRINCIPLES OF MARKETING
UCEAP Transcript Title PRINCIPLES OF MKTNG
UCEAP Quarter Units 5.00
UCEAP Semester Units 3.30

Course Description
This course provides a study of marketing as one of the core business functions. It explores modern marketing with an emphasis on the concept of marketing, its economic and social impacts, consumer behavior, and the process of marketing mix management. Other topics include market segmentation, product positioning, consumer research, promotion, pricing, e-commerce, and marketing strategy. The course concludes with a discussion of responsibility and ethics of marketers.

Language(s) of Instruction
English

Host Institution Course Number
MK 201

Host Institution Course Title
PRINCIPLES OF MARKETING

Host Institution Course Details

Host Institution Campus

Host Institution Faculty

Host Institution Degree

Host Institution Department
Business Administration

Course Last Reviewed

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