

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

Business Administration

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