COURSE DETAIL

MARKETING MANAGEMENT
Country Denmark
Host Institution Aarhus University
Program(s) Aarhus University
UCEAP Course Level Upper Division
UCEAP Subject Area(s) Business Administration
UCEAP Course Number 103
UCEAP Course Suffix
UCEAP Official Title MARKETING MANAGEMENT
UCEAP Transcript Title MARKETNG MANAGEMENT
UCEAP Quarter Units 8.00
UCEAP Semester Units 5.30

Course Description
Marketing management belongs to the core area of business studies. The topics covered in this course are exchanges, transactions, and customer relationships. The course is characterized by both a behavioral and a managerial perspective. The managerial perspective relates to how to bring about exchanges and build customer relationships. The behavioral perspective provides the theoretical underpinnings for efficient marketing management. Consequently, the course includes a number of behavioral topics such as behavior of competitors, consumers, and organizations. Combining managerial and behavior perspectives, the course deals with central marketing tools like segmentation, positioning, product development, pricing, market communication and distribution. The conceptual and theoretical content of the course is applied to real life business cases that are drawn from both Danish and international contexts.

Language(s) of Instruction
English

Host Institution Course Number
460151U018

Host Institution Course Title
MARKETING MANAGEMENT

Host Institution Course Details
https://kursuskatalog.au.dk/en/course/98506/Marketing-Management

Host Institution Campus
Faculty of Business and Social Sciences

Host Institution Faculty

Host Institution Degree

Host Institution Department
Management

Course Last Reviewed

2020-2021

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