

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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