COURSE DETAIL

PLANNING AND CREATIVITY IN MARKETING
Country China
Host Institution Fudan University
Program(s) Fudan University
UCEAP Course Level Upper Division
UCEAP Subject Area(s) Business Administration
UCEAP Course Number 150
UCEAP Course Suffix
UCEAP Official Title PLANNING AND CREATIVITY IN MARKETING
UCEAP Transcript Title PLN&CREATIVTY/MRKTG
UCEAP Quarter Units 3.00
UCEAP Semester Units 2.00

Course Description

This course introduces basic strategies and steps in the marketing planning and production process. It explains the basic elements required in marketing planning; discusses how to borrow ideas to enhance attractiveness, let customers understand the brand, and increase brand awareness; and examines the ethical issues and challenges faced by professionals in the global market.

Language(s) of Instruction

Host Institution Course Number
JOUR130250

Host Institution Course Title
PLANNING AND CREATIVITY IN MARKETING

Host Institution Course Details

Host Institution Campus

Host Institution Faculty
Fen SHEN

Host Institution Degree

Host Institution Department

Course Last Reviewed
2020-2021

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