

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&CREATIVITY/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 Campus

Host Institution Faculty

Fen SHEN

Host Institution Degree

Host Institution Department

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