

COURSE DETAIL

MARKETING MANAGEMENT II

Country

Spain

Host Institution

Pompeu Fabra University

Program(s)

International Business Economics

UCEAP Course Level

Upper Division

UCEAP Subject Area(s)

Economics Business Administration

UCEAP Course Number

144

UCEAP Course Suffix**UCEAP Official Title**

MARKETING MANAGEMENT II

UCEAP Transcript Title

MARKETING MGMT II

UCEAP Quarter Units

4.00

UCEAP Semester Units

2.70

Course Description

This course complements the concepts studied in Marketing Management I. This course focuses on the strategic decisions of managers in approaching target markets and delivering value to the final consumers. It analyzes decisions made by a firm at the strategic level: market segmentation, positioning strategies, product-life-cycle management, and international strategies. The course also provides a study of marketing plans, as well as managerial strategies for the different marketing tools available to brand managers: product, line, branding, pricing, communication, and distribution.

*Note regarding translated syllabi: UPF materials use "Commercial Management" and "Marketing Management" interchangeably as the course title.

Language(s) of Instruction

English

Host Institution Course Number

20687

Host Institution Course Title

MARKETING MANAGEMENT II

Host Institution Campus

Pompeu Fabra University

Host Institution Faculty

Host Institution Degree

Host Institution Department

Business Management & Administration; Economics

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