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 Course Details

Host Institution Campus
Pompeu Fabra University

Host Institution Faculty

Host Institution Degree

Host Institution Department
Business Management & Administration; Economics

Course Last Reviewed

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