# COURSE DETAIL

| MARKETING PRINCIPLES |
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| **Country**<br>Australia |
| **Host Institution**<br>University of Sydney |
| **Program(s)**<br>University of Sydney |
| **UCEAP Course Level**<br>Lower Division |
| **UCEAP Subject Area(s)**<br>Business Administration |
| **UCEAP Course Number**<br>50 |
| **UCEAP Course Suffix** |
| **UCEAP Official Title**<br>MARKETING PRINCIPLES |
| **UCEAP Transcript Title**<br>MARKETNG PRINCIPLES |
| **UCEAP Quarter Units**<br>6.00 |
| **UCEAP Semester Units**<br>4.00 |

**Course Description**

This course examines the relationships among marketing organizations and final consumers in terms of production-distribution channels or value chains. It focuses on consumer responses to various marketing decisions (product mixes, price levels, distribution channels, promotions, etc.) made by private and public organizations to create, develop, defend, and sometimes eliminate, product markets. Emphasis is placed on identifying new ways of satisfying the needs and wants, and creating value for consumers. While this unit is heavily based on theory, practical application of the concepts to "real world" situations is also essential. Specific topics of study include: market segmentation strategies; market planning; product decisions; new product development; branding strategies; channels of distribution; promotion and advertising; pricing strategies; and customer database management.

**Language(s) of Instruction**
English

**Host Institution Course Number**
MKTG1001

**Host Institution Course Title**
MARKETING PRINCIPLES

**Host Institution Course Details**
http://sydney.edu.au/business/course/uos?code=MKTG1001

**Host Institution Campus**
sydney

**Host Institution Faculty**

**Host Institution Degree**

**Host Institution Department**
Marketing

**Course Last Reviewed**

2022-2023

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