

COURSE DETAIL

MARKETING PRINCIPLES

Country

Australia

Host Institution

University of Sydney

Program(s)

University of Sydney

UCEAP Course Level

Lower Division

UCEAP Subject Area(s)

Business Administration

UCEAP Course Number

50

UCEAP Course Suffix**UCEAP Official Title**

MARKETING PRINCIPLES

UCEAP Transcript Title

MARKETNG PRINCIPLES

UCEAP Quarter Units

6.00

UCEAP Semester Units

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 Campus

sydney

Host Institution Faculty

Host Institution Degree

Host Institution Department

Marketing

[Print](#)