COURSE DETAIL

MARKETING STRATEGY
Country New Zealand
Host Institution University of Auckland
Program(s) University of Auckland
UCEAP Course Level Upper Division
UCEAP Subject Area(s) Business Administration
UCEAP Course Number 114
UCEAP Course Suffix
UCEAP Official Title MARKETING STRATEGY
UCEAP Transcript Title MARKETING STRATEGY
UCEAP Quarter Units 6.00
UCEAP Semester Units 4.00

Course Description
Develop knowledge in how to analyze, implement and evaluate marketing strategies. Nurture a strong appreciation for how marketing connects and relates to other business disciplines. Study executive-level (senior marketing manager) decisions by being able to understand Marketing Strategy from the perspective of a team of executives collaborating to develop corporate-level strategies that will allocate resources so as to drive the company as a whole.

Language(s) of Instruction
English

Host Institution Course Number
MKTG 301

Host Institution Course Title
MARKETING STRATEGY

Host Institution Course Details

Host Institution Campus
Auckland

Host Institution Faculty

Host Institution Degree

Host Institution Department
Marketing

Course Last Reviewed

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