

# 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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