

COURSE DETAIL

INTRODUCTION TO MARKETING

Country

Hong Kong

Host Institution

University of Hong Kong

Program(s)

University of Hong Kong

UCEAP Course Level

Lower Division

UCEAP Subject Area(s)

Business Administration

UCEAP Course Number

54

UCEAP Course Suffix**UCEAP Official Title**

INTRODUCTION TO MARKETING

UCEAP Transcript Title

MARKETING

UCEAP Quarter Units

5.00

UCEAP Semester Units

3.30

Course Description

This introductory marketing course explores the underlying marketing process and consumer characteristics, the development of marketing opportunities and strategies, and how companies manage their products, pricing, promotion, and marketing channels. It consists of short lectures, class discussion, video case analyses, problem sets, and a group project. Topics include the marketing concept and the environment; strategic market planning, marketing research; consumer behavior; segmentation, targeting, and positioning; managing products and brands; pricing; marketing channels; integrated marketing communications; promotion strategies; and developing new products and services. Text: Philip Kotler and Gary Armstrong, PRINCIPLES OF MARKETING. Assessment: group marketing plan project (40%), group case study (10%), class participation (15%), final exam (40%).

Language(s) of Instruction

English

Host Institution Course Number

MKTG2501

Host Institution Course Title

INTRODUCTION TO MARKETING

Host Institution Campus

Host Institution Faculty

Host Institution Degree

Host Institution Department

Business

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