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 Course Details

Host Institution Campus

Host Institution Faculty

Host Institution Degree

Host Institution Department
Business

Course Last Reviewed
2022-2023

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