COURSE DETAIL

MARKETING
Country United Kingdom - England
Host Institution London School of Economics
Program(s) London School of Economics
UCEAP Course Level Upper Division
UCEAP Subject Area(s) Business Administration
UCEAP Course Number 148
UCEAP Course Suffix
UCEAP Official Title MARKETING
UCEAP Transcript Title MARKETING
UCEAP Quarter Units 6.00
UCEAP Semester Units 4.00

Course Description

This course is a rigorous examination of the key analytical frameworks and tools that are essential to building an effective marketing strategy. Students cover concepts including segmentation, targeting and positioning; product management and diffusion; pricing, placement and promotion; customer behavior; customer lifetime value, and marketing relationships. Students learn to apply these concepts as part of a comprehensive and sophisticated marketing strategy. They employ these elements across a variety of industries and functions, in ways that add value for consumers and extract value for businesses.

Language(s) of Instruction
English

Host Institution Course Number
MG212

Host Institution Course Title
MARKETING

Host Institution Course Details
http://www.lse.ac.uk/resources/calendar/courseGuides/MG/2019_MG212.htm

Host Institution Campus

Host Institution Faculty

Host Institution Degree

Host Institution Department
Management

Course Last Reviewed
2024-2025

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