

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. We cover concepts including segmentation, targeting and positioning; product management and diffusion; pricing, placement and promotion; customer behaviour; customer lifetime value, and marketing relationships. The goal is that at the end of the course, you'll be able to apply these concepts as part of a comprehensive and sophisticated marketing strategy. You should be able to employ these elements across a variety of industries and functions, in ways that add value for consumers and extract value for businesses. That's the aim of marketing.

Language(s) of Instruction

English

Host Institution Course Number

MG212

Host Institution Course Title

MARKETING

Host Institution Campus

LSE

Host Institution Faculty

Host Institution Degree

Host Institution Department

Management

[Print](#)