

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 Campus

Host Institution Faculty

Host Institution Degree

Host Institution Department

Management

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