

# COURSE DETAIL

## MARKETING

**Country**

Denmark

**Host Institution**

University of Copenhagen

**Program(s)**

University of Copenhagen

**UCEAP Course Level**

Upper Division

**UCEAP Subject Area(s)**

Economics

**UCEAP Course Number**

189

**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 focuses on the relevance and meaning of the marketing mind set and marketing planning process based on understanding of fundamental marketing frameworks, models, and mechanisms. The course covers: Porters value Chain, the BCG matrix, customer and competitor analysis, Porters Five Forces, PESTEL analysis, SWOT. Strategies for growth, generic value strategies, the STP model, and the DAGMAR model for selecting and setting up marketing objectives are introduced and discussed in combination with the SMART model for useful objectives that can be monitored and evaluated. The 7 P's (product, price, place, promotion, people, physical evidence and processes) are defined, analyzed, and exemplified with special focus on 1) the product parameter, generating value for customers better than competitors and 2) the promotion parameter and 3) planning for integrated marketing communication activities off- and online.

## Language(s) of Instruction

English

## Host Institution Course Number

AØKA08202U

## Host Institution Course Title

MARKETING

## Host Institution Campus

Social Sciences

## Host Institution Faculty

## Host Institution Degree

## Host Institution Department

Economics

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