

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 Course Details

<https://kurser.ku.dk/course/a%C3%98ka08202u>

Host Institution Campus

Social Sciences

Host Institution Faculty

Host Institution Degree

Host Institution Department

Economics

Course Last Reviewed

2020-2021

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