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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