COURSE DETAIL

INTRODUCTION TO MARKETING
Country China
Host Institution Fudan University
Program(s) Fudan University
UCEAP Course Level Lower Division
UCEAP Subject Area(s) Business Administration
UCEAP Course Number 56
UCEAP Course Suffix
UCEAP Official Title INTRODUCTION TO MARKETING
UCEAP Transcript Title INTRO TO MARKETING
UCEAP Quarter Units 3.50
UCEAP Semester Units 2.30

Course Description

Thic course examines marketing theory and method. It focuses on the principle and methods of how the positive side of the exchange of the two sides facilitate the exchange, especially the principle and method of how to sell products to customers as a seller of the enterprise. Topics include enterprise market environment analysis, demand management, the enterprise mission, market segmentation and market targeting, planning marketing strategies, including product, price, channel and promotion strategy, and so on. The course uses case studies and projects to examine current market strategies.

Language(s) of Instruction
Chinese

Host Institution Course Number
MANA110056

Host Institution Course Title
INTRODUCTION TO MARKETING

Host Institution Course Details

Host Institution Campus

Host Institution Faculty

Host Institution Degree

Host Institution Department
Management

Course Last Reviewed

Print