

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

This 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 Campus

Host Institution Faculty

Host Institution Degree

Host Institution Department

Management

[Print](#)