

# 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 Course Details

## Host Institution Campus

## Host Institution Faculty

## Host Institution Degree

## Host Institution Department

Management

## Course Last Reviewed

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