

# COURSE DETAIL

## PRINCIPLES OF MARKETING

**Country**

United Kingdom - England

**Host Institution**

King's College London

**Program(s)**

King's College London

**UCEAP Course Level**

Upper Division

**UCEAP Subject Area(s)**

Business Administration

**UCEAP Course Number**

157

**UCEAP Course Suffix****UCEAP Official Title**

PRINCIPLES OF MARKETING

**UCEAP Transcript Title**

PRINCIPLS MARKETING

**UCEAP Quarter Units**

6.00

**UCEAP Semester Units**

4.00

## Course Description

The course covers the fundamentals of marketing strategy and how strategy is implemented in practice to support organizational goals. Marketing involves a mix of functions that determine the success or failure of an organization. Main marketing activities include identifying customer needs, developing products/services to meet existing or future customer needs, pricing strategies to create customer demand and company profits, delivering products/services effectively and efficiently, and using data and creativity to communicate and promote offerings to stimulate interest, desire, and purchase.

## Language(s) of Instruction

English

## Host Institution Course Number

4QQMB103

## Host Institution Course Title

PRINCIPLES OF MARKETING

## Host Institution Campus

King's College London

## Host Institution Faculty

## Host Institution Degree

## Host Institution Department

Business

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