

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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