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

This course provides a comprehensive introduction to marketing strategy and planning. It advances students' knowledge of the marketing concept and its implementation, including how to serve customers better, create value, understand competitive advantage, limit competition, and the associated control and metrics.

Language(s) of Instruction
English

Host Institution Course Number
4QQMB103

Host Institution Course Title
PRINCIPLES OF MARKETING

Host Institution Course Details
https://www.kcl.ac.uk/abroad/module-options/marketing-strategy-planning-2

Host Institution Campus

Host Institution Faculty

Host Institution Degree

Host Institution Department
Business

Course Last Reviewed
2025-2026

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