

# COURSE DETAIL

## STRATEGIC MARKETING MANAGEMENT

**Country**

Australia

**Host Institution**

University of New South Wales

**Program(s)**

University of New South Wales

**UCEAP Course Level**

Upper Division

**UCEAP Subject Area(s)**

Business Administration

**UCEAP Course Number**

116

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

STRATEGIC MARKETING MANAGEMENT

**UCEAP Transcript Title**

MARKETING MANAGEMNT

**UCEAP Quarter Units**

6.00

**UCEAP Semester Units**

4.00

**Course Description**

This is a capstone course that introduces marketing decision making and planning frameworks in the global environment, e.g. exploring strategy options, opportunity analysis, and strategy setting and implementation. It also provides an opportunity to engage in a business simulation and to apply previous knowledge through case studies and projects. Students are expected to have knowledge in marketing prior to taking this course.

**Language(s) of Instruction**

English

**Host Institution Course Number**

MARK3082

**Host Institution Course Title**

STRATEGIC MARKETING MANAGEMENT

**Host Institution Course Details****Host Institution Campus**

sydney

**Host Institution Faculty****Host Institution Degree****Host Institution Department**

Marketing

**Course Last Reviewed**

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