

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 Campus

sydney

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

Marketing

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