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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