

COURSE DETAIL

MARKETING STRATEGY

Country

Spain

Host Institution

University of Barcelona

Program(s)

University of Barcelona

UCEAP Course Level

Upper Division

UCEAP Subject Area(s)

Business Administration

UCEAP Course Number

133

UCEAP Course Suffix**UCEAP Official Title**

MARKETING STRATEGY

UCEAP Transcript Title

MARKETING STRATEGY

UCEAP Quarter Units

5.00

UCEAP Semester Units

3.30

Course Description

This course provides a study of strategic marketing and its relationship with marketing operations and analyzes key variables in the field of strategic marketing. Topics include: strategic marketing; marketing plans; market segmentation and strategic positioning; products; sales and distribution; pricing strategies; communication strategies; control of marketing activities; market research: concepts and stages; qualitative and quantitative research methods and techniques.

Language(s) of Instruction

Spanish

Host Institution Course Number

363688

Host Institution Course Title

MARKETING ESTRATÉGICO

Host Institution Course Details**Host Institution Campus**

Facultad de Economía y Empresa, Campus Nord

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

Economía y Empresa

Course Last Reviewed

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