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 Economia y Empresa, Campus Nord

Host Institution Faculty

Host Institution Degree

Host Institution Department
Economia y Empresa

Course Last Reviewed

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