

# 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 Campus**

Facultad de Economía y Empresa, Campus Nord

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

Economía y Empresa

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