

COURSE DETAIL

MARKETING FUNDAMENTALS

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

115

UCEAP Course Suffix**UCEAP Official Title**

MARKETING FUNDAMENTALS

UCEAP Transcript Title

MARKETING FUNDMNTLS

UCEAP Quarter Units

5.00

UCEAP Semester Units

3.30

Course Description

This course is a study of the fundamentals of marketing and their application in the modern business world. The course examines marketing activities of companies and institutions in relation to their environment. It also focuses on the key variables that are used to design a corporate marketing plan. The course examines the marketing mix of product policy, product pricing, distribution, and business communication.

Language(s) of Instruction

Host Institution Course Number

363660

Host Institution Course Title

FONAMENTS DE MÀRQUETING

Host Institution Course Details

Host Institution Campus

Facultat d'Economia i Empresa, Campus de la Diagonal Portal del Coneixement

Host Institution Faculty

Host Institution Degree

Host Institution Department

Empresa

Course Last Reviewed

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