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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