

# 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**

MARKETING FUNDAMENTALS

**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

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