# COURSE DETAIL

| MARKETING |
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| **Country**<br>United Kingdom - England |
| **Host Institution**<br>London School of Economics |
| **Program(s)**<br>Summer at London School of Economics |
| **UCEAP Course Level**<br>Lower Division |
| **UCEAP Subject Area(s)**<br>Business Administration |
| **UCEAP Course Number**<br>50 |
| **UCEAP Course Suffix**<br>S |
| **UCEAP Official Title**<br>MARKETING |
| **UCEAP Transcript Title**<br>MARKETING |
| **UCEAP Quarter Units**<br>5.50 |
| **UCEAP Semester Units** |

3.70

**Course Description**

This course is designed to give students the critical thinking skills to assess these audiences and markets from both an economic and psychological perspective, giving students the tools to implement effective marketing strategies. Using real-world case studies, students understand how marketing intersects with other business functions to create customer and shareholder value. Through active discussion with faculty and peers students understand the key concepts and theories of marketing that enable effective market analysis - a critical element of managerial decision-making.

**Language(s) of Instruction**
English

**Host Institution Course Number**
MG101

**Host Institution Course Title**
MARKETING

**Host Institution Course Details**
https://www.lse.ac.uk/study-at-lse/summer-schools/Summer-School/Courses/Secure/...

**Host Institution Campus**

**Host Institution Faculty**

**Host Institution Degree**

**Host Institution Department**
Management

**Course Last Reviewed**
2025-2026

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