

COURSE DETAIL

MARKETING

Country

United Kingdom - England

Host Institution

London School of Economics

Program(s)

Summer at London School of Economics

UCEAP Course Level

Lower Division

UCEAP Subject Area(s)

Business Administration

UCEAP Course Number

50

UCEAP Course Suffix

S

UCEAP Official Title

MARKETING

UCEAP Transcript Title

MARKETING

UCEAP Quarter Units

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 Campus

Host Institution Faculty

Host Institution Degree

Host Institution Department

Management

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