

COURSE DETAIL

PRINCIPLES OF MARKETING

Country

Korea, South

Host Institution

Yonsei University

Program(s)

Yonsei University

UCEAP Course Level

Lower Division

UCEAP Subject Area(s)

Business Administration

UCEAP Course Number

60

UCEAP Course Suffix**UCEAP Official Title**

PRINCIPLES OF MARKETING

UCEAP Transcript Title

PRINCIPLES OF MKTG

UCEAP Quarter Units

4.50

UCEAP Semester Units

3.00

Course Description

This course introduces key marketing concepts, theory, and practices. The course covers conceptual frameworks and develops skills in marketing analysis and planning through a combination of readings and case discussion. This course also develops the ability to apply marketing theory to actual situations and to build foundations for relevant academic disciplines.

Language(s) of Instruction

English

Host Institution Course Number

IEE2060

Host Institution Course Title

PRINCIPLES OF MARKETING

Host Institution Campus

Office of International Affairs (OIA)

Host Institution Faculty

Host Institution Degree

Host Institution Department

Office of International Affairs

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