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 Course Details

Host Institution Campus
Office of International Affairs (OIA)

Host Institution Faculty

Host Institution Degree

Host Institution Department
Office of International Affairs

Course Last Reviewed
2024-2025

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