COURSE DETAIL

MARKETING MANAGEMENT

Country
Hong Kong

Host Institution
Chinese University of Hong Kong

Program(s)
Hong Kong Summer, CUHK

UCEAP Course Level
Upper Division

UCEAP Subject Area(s)
Business Administration

UCEAP Course Number
112

UCEAP Course Suffix
S

UCEAP Official Title
MARKETING MANAGEMENT

UCEAP Transcript Title
MARKETING MGMT

UCEAP Quarter Units
4.50

UCEAP Semester Units

3.00

Course Description

This course examines the management of marketing functions, analysis of external forces affecting marketing decision-making, implementation and control of marketing activities, and an examination of the global impact of marketing. It also explores the fundamental concepts surrounding the selection and assessment of markets and development and delivery of products, the role and contribution of marketing to successful business operations as well as to society, and the identification of marketing opportunities and viable marketing strategies. Specific topics include segmentation, consumer behavior, marketing research, diffusion of innovation, product and pricing strategies, distribution, advertising management, and global marketing.

Language(s) of Instruction
English

Host Institution Course Number
MKTG2010

Host Institution Course Title
MARKETING MANAGEMENT

Host Institution Course Details
https://www.summer.cuhk.edu.hk/cuhkisj/course/MKTG2010.pdf

Host Institution Campus

Host Institution Faculty

Host Institution Degree

Host Institution Department
Global Business and Management

Course Last Reviewed

2026-2027

Print