

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

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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. Text: Philip Kotler and Gary Armstrong, **PRINCIPLES OF MARKETING**. Assessment: class participation (15%), class exercises (20%), team project (35%), final exam (30%).

Language(s) of Instruction

English

Host Institution Course Number

MKTG2010

Host Institution Course Title

MARKETING MANAGEMENT

Host Institution Course Details

Host Institution Campus

International Summer School

Host Institution Faculty

Host Institution Degree

Host Institution Department

Business and Management

Course Last Reviewed

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