

# 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. 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 Campus**

International Summer School

### **Host Institution Faculty**

### **Host Institution Degree**

### **Host Institution Department**

Business and Management

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