

COURSE DETAIL

MARKETING

Country

United Kingdom - England

Host Institution

University of London, Queen Mary

Program(s)

University of London, Queen Mary

UCEAP Course Level

Upper Division

UCEAP Subject Area(s)

Business Administration

UCEAP Course Number

103

UCEAP Course Suffix

N

UCEAP Official Title

MARKETING

UCEAP Transcript Title

MARKETING

UCEAP Quarter Units

6.00

UCEAP Semester Units

4.00

Course Description

This course provides a broad overview of the key marketing concepts that underpin marketing practice. The course introduces students to buyer behaviour, marketing research, segmentation, targeting and positioning through marketing mix activities. Along the way, the social consequences of marketing practice are considered.

Language(s) of Instruction

English

Host Institution Course Number

BUS011

Host Institution Course Title

MARKETING

Host Institution Campus

Queen Mary, University of London

Host Institution Faculty

Host Institution Degree

Host Institution Department

Business Management

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