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 Course Details
https://www.qmul.ac.uk/modules/

Host Institution Campus
Queen Mary, University of London

Host Institution Faculty

Host Institution Degree

Host Institution Department
Business Management

Course Last Reviewed
2022-2023

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