

# COURSE DETAIL

## MARKETING

**Country**

China

**Host Institution**

Fudan University

**Program(s)**

Fudan University

**UCEAP Course Level**

Upper Division

**UCEAP Subject Area(s)**

Business Administration

**UCEAP Course Number**

158

**UCEAP Course Suffix**

A

**UCEAP Official Title**

MARKETING

**UCEAP Transcript Title**

MARKETING

**UCEAP Quarter Units**

3.00

**UCEAP Semester Units**

**Course Description**

Through the teaching of this course, students master the basic knowledge, basic theory and basic skills of enterprise marketing; recognize the importance of strengthening the management of enterprise marketing in the process of developing socialist market economy; familiarize and master the basic procedures, methods and strategies of analyzing the marketing environment, studying the buying behavior of the market, making marketing mix decisions, organizing and controlling marketing activities; train and The course will also provide students with the ability to analyze and solve marketing management problems correctly and to have better practical application skills so that they can better adapt to the needs of marketing management in the future.

- 1□ The course will introduce a mixed teaching method, combining face-to-face and video teaching
2. The course is oriented to innovative results, and students are guided to make practical attempts to complete a new product marketing plan.
- 3□ The course focuses on developing students' teamwork and communication and expression skills.

**Language(s) of Instruction**

Chinese

**Host Institution Course Number**

JOUR130058

**Host Institution Course Title**

MARKETING

**Host Institution Campus****Host Institution Faculty**

Xiaoyue Cai

**Host Institution Degree**

**Host Institution Department**

School of Journalism

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