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

2.00

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 Course Details

Host Institution Campus

Host Institution Faculty

Xiaoyue Cai

Host Institution Degree

Host Institution Department
School of Journalism

Course Last Reviewed
2027-2028

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