

# COURSE DETAIL

## MARKETING MANAGEMENT

**Country**

Korea, South

**Host Institution**

Seoul National University

**Program(s)**

Seoul National University

**UCEAP Course Level**

Upper Division

**UCEAP Subject Area(s)**

Business Administration

**UCEAP Course Number**

116

**UCEAP Course Suffix****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 central role that marketing plays in modern business and society. It studies the major phenomena underlying marketing strategy formation and component decisions of pricing, product planning, advertising, promotion, distribution, and personal selling.

### Language(s) of Instruction

English

### Host Institution Course Number

251.321

### Host Institution Course Title

MARKETING MANAGEMENT

### Host Institution Campus

### Host Institution Faculty

### Host Institution Degree

### Host Institution Department

Business Administration

[Print](#)