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 Course Details

Host Institution Campus

Host Institution Faculty

Host Institution Degree

Host Institution Department
Business Administration

Course Last Reviewed
2022-2023

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