

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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