COURSE DETAIL

MARKETING MANAGEMENT

Country
Hong Kong

Host Institution
Hong Kong University of Science and Technology (HKUST)

Program(s)
Hong Kong Summer, HKUST

UCEAP Course Level
Upper Division

UCEAP Subject Area(s)
Business Administration

UCEAP Course Number
127

UCEAP Course Suffix
S

UCEAP Official Title
MARKETING MANAGEMENT

UCEAP Transcript Title
MARKETING MGMT

UCEAP Quarter Units
4.50

UCEAP Semester Units

3.00

Course Description

This course introduces marketing from the perspective of the decision-maker. It examines controllable variables (product, price, promotion and distribution), uncontrollable variables (competition, law, society, technology, and economy), consumer behavior and marketing research. Course topics include: the marketing process; marketing strategy, plan, and program; environmental forces that affect the company's ability to serve its customers; how external and internal marketing environment affect marketing decisions; the marketing information system and its parts; the marketing research process; consumer and business markets; consumer buyer behavior; the adoption and diffusion process for new products; market segmentation, targeting, and positioning; product strategies; pricing strategies; distribution strategies; promotion strategies; and marketing ethics and social responsibility. Text: Kotler, Philip and Gary Armstrong, PRINCIPLES OF MARKETING. Assessment: quizzes, project written report, project presentation, participation, research and in-class exercises.

Language(s) of Instruction
English

Host Institution Course Number
MARK2120

Host Institution Course Title
MARKETING MANAGEMENT

Host Institution Course Details

Host Institution Campus
Business

Host Institution Faculty

Host Institution Degree

Host Institution Department
Marketing

Course Last Reviewed
2023-2024

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