

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

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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 Campus

Business

Host Institution Faculty

Host Institution Degree

Host Institution Department

Marketing

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