COURSE DETAIL

FOUNDATIONS OF MARKETING
Country Australia
Host Institution University of Queensland
Program(s) University of Queensland
UCEAP Course Level Lower Division
UCEAP Subject Area(s) Business Administration
UCEAP Course Number 19
UCEAP Course Suffix
UCEAP Official Title FOUNDATIONS OF MARKETING
UCEAP Transcript Title FDNS OF MARKETING
UCEAP Quarter Units 6.00
UCEAP Semester Units 4.00

Course Description

This course examines the science of marketing. It focuses on the role of marketing and its importance in contemporary organizations and society.

Language(s) of Instruction
English

Host Institution Course Number
MKTG1501

Host Institution Course Title
FOUNDATIONS OF MARKETING

Host Institution Course Details
https://course-profiles.uq.edu.au/student_section_loader/section_1/121446

Host Institution Campus

Host Institution Faculty
Business

Host Institution Degree

Host Institution Department

Course Last Reviewed
2023-2024

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