

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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