COURSE DETAIL

PRINCIPLES OF MARKETING
Country Ireland
Host Institution Trinity College Dublin
Program(s) Trinity College Dublin
UCEAP Course Level Upper Division
UCEAP Subject Area(s) Communication Business Administration
UCEAP Course Number 117
UCEAP Course Suffix
UCEAP Official Title PRINCIPLES OF MARKETING
UCEAP Transcript Title PRINCPLES/MARKETING
UCEAP Quarter Units 5.00
UCEAP Semester Units 3.30

Course Description

The course equips students with an understanding of (1) the marketing concept, (2) important strategic marketing decisions for business, (3) emerging trends in marketing, and (4) the relationships and tensions that exist between marketing practice and society. Students are first introduced to important concepts underpinning marketing practice; consumer behavior, segmentation & targeting, branding, marketing communications in a digitalized world, and the marketing mix.

Language(s) of Instruction
English

Host Institution Course Number
BUU22520

Host Institution Course Title
PRINCIPLES OF MARKETING

Host Institution Course Details
https://www.tcd.ie/business/programmes/undergraduate/module-outlines/buu22520/

Host Institution Campus
Trinity College Dublin

Host Institution Faculty

Host Institution Degree

Host Institution Department
Business School

Course Last Reviewed
2023-2024

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