

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

PRINCIPLES/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 Campus

Trinity College Dublin

Host Institution Faculty

Host Institution Degree

Host Institution Department

Business School

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