

COURSE DETAIL

STRATEGIC MARKETING

Country

New Zealand

Host Institution

University of Auckland

Program(s)

University of Auckland

UCEAP Course Level

Upper Division

UCEAP Subject Area(s)

Business Administration

UCEAP Course Number

140

UCEAP Course Suffix**UCEAP Official Title**

STRATEGIC MARKETING

UCEAP Transcript Title

STRATEGIC MARKETING

UCEAP Quarter Units

6.00

UCEAP Semester Units

4.00

Course Description

This course examines the central principles and concepts of marketing strategy and management. It highlights the challenges that marketing managers face in planning and implementing effective marketing mix strategies.

Language(s) of Instruction

English

Host Institution Course Number

MKTG 203

Host Institution Course Title

STRATEGIC MARKETING

Host Institution Campus

Host Institution Faculty

Business and Economics

Host Institution Degree

Host Institution Department

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