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 Course Details

Host Institution Campus

Host Institution Faculty
Business and Economics

Host Institution Degree

Host Institution Department

Course Last Reviewed
2024-2025

Print