

# 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

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