

COURSE DETAIL

PRINCIPLES OF MARKETING

Country

United Kingdom - England

Host Institution

University of Bristol

Program(s)

University of Bristol

UCEAP Course Level

Upper Division

UCEAP Subject Area(s)

Economics

UCEAP Course Number

104

UCEAP Course Suffix

N

UCEAP Official Title

PRINCIPLES OF MARKETING

UCEAP Transcript Title

PRINCIPLS MARKETING

UCEAP Quarter Units

8.00

UCEAP Semester Units

5.30

Course Description

The course explores the concept and principles of marketing. It reflects upon the factors that affect markets, demand and supply, the range of stakeholders associated with any given market, the function that marketing fulfills for organizations, customers, consumers and society more broadly, and the key principles and practice of marketing. In this way, it provides an introduction to essential concepts associated with marketing and consumption, while also highlighting interconnections between marketing and other fields of study.

Language(s) of Instruction

English

Host Institution Course Number

MGRC10002

Host Institution Course Title

PRINCIPLES OF MARKETING

Host Institution Campus

University of Bristol

Host Institution Faculty

School of Management - Business School

Host Institution Degree

Host Institution Department

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