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 Course Details
https://www.bristol.ac.uk/unit-programme-catalogue/UnitDetails.jsa;jsessionid=4...

Host Institution Campus
University of Bristol

Host Institution Faculty
School of Management - Business School

Host Institution Degree

Host Institution Department

Course Last Reviewed
2023-2024

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