

# 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**

PRINCIPLES OF 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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