

COURSE DETAIL

MARKETING STRATEGY AND PRACTICE

Country

Netherlands

Host Institution

Maastricht University - School of Business and Economics

Program(s)

Business and Economics, Maastricht

UCEAP Course Level

Upper Division

UCEAP Subject Area(s)

Business Administration

UCEAP Course Number

112

UCEAP Course Suffix**UCEAP Official Title**

MARKETING STRATEGY AND PRACTICE

UCEAP Transcript Title

MARKETING STRATEGY

UCEAP Quarter Units

6.00

UCEAP Semester Units

4.00

Course Description

This course focuses on designing strategies from the market back to create, deliver, and sustain customer value in competitive and dynamic markets. To do so, a comprehensive investigation and analysis of all major components of marketing strategy and their integration. This course takes a business-oriented setup by focusing on real-life examples/cases, allowing participation in a market simulation game. The objective of the simulation is to put into practice the concepts related to marketing strategy and the marketing mix in a risk-free environment. Prerequisites: A basic marketing course at the level of Management of Organizations and Marketing and Marketing Management, and/or knowledge of the basic concepts of marketing

Language(s) of Instruction

English

Host Institution Course Number

EBC2063

Host Institution Course Title

MARKETING STRATEGY AND PRACTICE

Host Institution Campus

Maastricht University

Host Institution Faculty

School of Business & Economics

Host Institution Degree

Host Institution Department

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