

COURSE DETAIL

MARKETING

Country

United Kingdom - Scotland

Host Institution

University of Edinburgh

Program(s)

University of Edinburgh

UCEAP Course Level

Upper Division

UCEAP Subject Area(s)

Business Administration

UCEAP Course Number

121

UCEAP Course Suffix**UCEAP Official Title**

MARKETING

UCEAP Transcript Title

MARKETING

UCEAP Quarter Units

8.00

UCEAP Semester Units

5.30

Course Description

Marketing is both a managerial activity and a pervasive social phenomenon which we experience first-hand on a daily basis. This course offers students the opportunity to develop their understanding of marketing theory and practice, and its societal implications. Specifically, the course provides a critical review of key marketing concepts and current practice, relating these to developments in the internal and external marketing environment. It addresses the nature and scope of marketing, consumer behavior, strategic marketing frameworks, and market segmentation, targeting and positioning. Issues related to product, price, distribution and marketing communications are addressed, with emphasis placed on how the rise of services and digital marketing which have challenged traditional theories and practice of marketing. Lectures present critical overviews of these areas, relating theories to a wide range of current examples. Tutorials offer opportunities to apply theoretical frameworks to specific issues or situations, often using case studies and tasks which draw on observation or personal experience as consumers. The application of theoretical frameworks to real-life situations carries through to the continuous assessment project, which is completed in groups.

Language(s) of Instruction

English

Host Institution Course Number

BUST08004

Host Institution Course Title

MARKETING

Host Institution Campus

Edinburgh

Host Institution Faculty

Host Institution Degree

Host Institution Department

Business

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