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 Course Details
http://www.drps.ed.ac.uk/24-25/dpt/cxbust08004.htm

Host Institution Campus
Edinburgh

Host Institution Faculty

Host Institution Degree

Host Institution Department
Business

Course Last Reviewed
2024-2025

Print