

COURSE DETAIL

PRINCIPLES OF MARKETING

Country

China

Host Institution

Peking University, Beijing

Program(s)

Peking University

UCEAP Course Level

Upper Division

UCEAP Subject Area(s)

Business Administration

UCEAP Course Number

112

UCEAP Course Suffix**UCEAP Official Title**

PRINCIPLES OF MARKETING

UCEAP Transcript Title

PRINCIPLES OF MKTNG

UCEAP Quarter Units

4.50

UCEAP Semester Units

3.00

Course Description

The course provides basic understanding of the concept and approaches in marketing; teaches how to apply theories in analyzing real-world cases and offering solutions; and enhances the knowledge and skills of students without a marketing background. Topics: Introduction to Marketing; Marketing Strategy and Planning; Marketing Information and Marketing Research; Analyzing the Marketing Environment; Consumer Markets and Buyer Behavior; Business Markets and Buyer Behavior; Measuring and Predicting Needs; Classification, Selection, and Positioning of Market; Product and Branding Strategies; Pricing Strategies; Distribution Strategies; Retailing and Wholesaling; Advertising, Promotion, and Public Relations; Competitive Strategies; Social Responsibility and Ethics in Marketing.

Language(s) of Instruction

Chinese

Host Institution Course Number

2832600

Host Institution Course Title

PRINCIPLES OF MARKETING

Host Institution Campus

Host Institution Faculty

Host Institution Degree

Host Institution Department

Guanghua School of Management

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