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 Course Details
http://elective.pku.edu.cn/elective2008/edu/pku/stu/elective/controller/courseD...

Host Institution Campus

Host Institution Faculty

Host Institution Degree

Host Institution Department
Guanghua School of Management

Course Last Reviewed
2024-2025

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