COURSE DETAIL

MARKETING MANAGEMENT
Country China
Host Institution Fudan University
Program(s) Fudan University
UCEAP Course Level Upper Division
UCEAP Subject Area(s) Business Administration
UCEAP Course Number 134
UCEAP Course Suffix
UCEAP Official Title MARKETING MANAGEMENT
UCEAP Transcript Title MARKETING MGMT
UCEAP Quarter Units 4.50
UCEAP Semester Units 3.00

Course Description

This course introduces cases and techniques of managing marketing programs in Mainland China. Students analyze cases, identify marketing strategies, propose corrections to elements of the marketing mix, and demonstrate problem solving and decision-making abilities through group work and projects. The course starts with an introduction to marketing management in China, and then discusses such topics as marketing strategy, creating value, choosing customers, communicating value, going to market, capturing value, brands and branding, managing customers, and sustaining value.

Language(s) of Instruction
English

Host Institution Course Number
MANA130006

Host Institution Course Title
MARKETING MANAGEMENT

Host Institution Course Details

Host Institution Campus
Fudan University

Host Institution Faculty

Host Institution Degree

Host Institution Department
Management

Course Last Reviewed
2024-2025

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