

# 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 Campus

Fudan University

### Host Institution Faculty

### Host Institution Degree

### Host Institution Department

Management

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