

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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