

COURSE DETAIL

MARKETING MANAGEMENT

Country

China

Host Institution

Tsinghua University

Program(s)

Tsinghua University

UCEAP Course Level

Upper Division

UCEAP Subject Area(s)

Business Administration

UCEAP Course Number

123

UCEAP Course Suffix**UCEAP Official Title**

MARKETING MANAGEMENT

UCEAP Transcript Title

MARKETING MANAGEMNT

UCEAP Quarter Units

3.00

UCEAP Semester Units

2.00

Course Description

This course introduce the concepts, analyses, and activities that comprise marketing management, and provides practice in assessing and solving marketing problems. The corse is also a foundation for advanced electives in marketing as well as other business/social science disciplines. The course explores the theory and applications of marketing concept through a mix of cases, discussions, lectures, guest speakers, individual assignments, and group projects. Materials are drawn from a variety of sources and settings including services, consumer and business-to-business products. The first part of the course focus on situation analysis, market opportunity identification, and formulating marketing strategy. It introduces the key constructs such as value of products, consumers and brands, customer segmentation, and product positioning. The second part of the course examines how to use these ideas to make specific decisions about the marketing mix(4PS: product, price, promotion, and place). The course provides the skills needed to design a marketing strategy and its implementation plan.

Language(s) of Instruction

English

Host Institution Course Number

30510812

Host Institution Course Title

MARKETING MANAGEMENT

Host Institution Campus

Host Institution Faculty

Host Institution Degree

Host Institution Department

Economics and Management

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