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 Course Details

Host Institution Campus

Host Institution Faculty

Host Institution Degree

Host Institution Department

Economics and Management

Course Last Reviewed
2024-2025

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