# COURSE DETAIL

## MARKETING STRATEGY IN CONTEXT

**Country**
United Kingdom - England

**Host Institution**
University of London, Royal Holloway

**Program(s)**
University of London, Royal Holloway

**UCEAP Course Level**
Upper Division

**UCEAP Subject Area(s)**
Business Administration

**UCEAP Course Number**
143

**UCEAP Course Suffix**
N

**UCEAP Official Title**
MARKETING STRATEGY IN CONTEXT

**UCEAP Transcript Title**
MARKETING STRATEGY

**UCEAP Quarter Units**
6.00

**UCEAP Semester Units**

4.00

**Course Description**
This course equips students with the necessary knowledge and skills to evaluate marketing strategies used by organizations and to make strategic decisions by themselves. Grounded in theory, and illustrated using real world examples, the course explores key concepts such as the competitive environment, customer insights, market information systems, business models, enterprise competencies, control, evaluation and innovation, and the elements of the marketing mix and their critical interrelationships. The course equips students with a broad knowledge of marketing elements from a strategic perspective in an industrial context and also provides a demonstrable range of analytical marketing skills. Students learn how to "think like a marketer."

**Language(s) of Instruction**
English

**Host Institution Course Number**
MN2305

**Host Institution Course Title**
MARKETING STRATEGY IN CONTEXT

**Host Institution Course Details**
https://ssb-prod.ec.royalholloway.ac.uk/PROD/bwckctlg.p_disp_catalog_syllabus?c...

**Host Institution Campus**

**Host Institution Faculty**

**Host Institution Degree**

**Host Institution Department**
Management

**Course Last Reviewed**

2024-2025

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