

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 Campus

Host Institution Faculty

Host Institution Degree

Host Institution Department

Management

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