

# COURSE DETAIL

## MARKETING

**Country**

United Kingdom - England

**Host Institution**

University of Manchester

**Program(s)**

University of Manchester

**UCEAP Course Level**

Upper Division

**UCEAP Subject Area(s)**

Business Administration

**UCEAP Course Number**

121

**UCEAP Course Suffix**

B

**UCEAP Official Title**

MARKETING

**UCEAP Transcript Title**

MARKETING

**UCEAP Quarter Units**

4.00

**UCEAP Semester Units**

2.70

### **Course Description**

The course develops students' understanding of key marketing terminology and conceptual frameworks; provides students with an understanding of the role marketing plays in businesses and not-for-profit organizations and its importance for individuals within a society; provides students with: a) an understanding of buyer behavior and b) a skill to apply this knowledge for building firms' competitive advantage; develops students' understanding of how different organizations develop their marketing mix strategies while also paying attention to quality, ethical behavior, and social responsibility; and develops students' knowledge of marketing tools and procedures used to analyze a variety of business situations.

### **Language(s) of Instruction**

English

### **Host Institution Course Number**

BMAN20832

### **Host Institution Course Title**

MARKETING

### **Host Institution Campus**

### **Host Institution Faculty**

### **Host Institution Degree**

### **Host Institution Department**

Business and Management

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