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 Course Details
https://www.manchester.ac.uk/study/international/study-abroad-exchange/unit-sea...

Host Institution Campus

Host Institution Faculty

Host Institution Degree

Host Institution Department
Business and Management

Course Last Reviewed

2024-2025

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