

COURSE DETAIL

PRINCIPLES OF MARKETING

Country

Singapore

Host Institution

National University of Singapore

Program(s)

National University of Singapore

UCEAP Course Level

Lower Division

UCEAP Subject Area(s)

Communication Business Administration

UCEAP Course Number

17

UCEAP Course Suffix

UCEAP Official Title

PRINCIPLES OF MARKETING

UCEAP Transcript Title

PRNCPL OF MARKETING

UCEAP Quarter Units

6.00

UCEAP Semester Units

4.00

Course Description

This foundational course provides knowledge, techniques and understanding of marketing principles. It provides students with a conceptual framework to analyze and interpret marketing phenomena and to suggest courses of action in response to marketing problems. Topics include the marketing concept, the marketing environment and the marketing mix which includes product, pricing, distribution and promotion. Other related topics include consumer behavior, market segmentation and targeting, marketing research and information system, marketing planning, implementation and control, and public issues in marketing.

Language(s) of Instruction

English

Host Institution Course Number

MKT1705X

Host Institution Course Title

PRINCIPLES OF MARKETING

Host Institution Course Details

<https://nusmods.com/courses/MKT1705X/principles-of-marketing>

Host Institution Campus

Host Institution Faculty

Host Institution Degree

Host Institution Department

Marketing

Course Last Reviewed

2025-2026

[Print](#)