COURSE DETAIL

INTRODUCTION TO MARKETING
Country Chile
Host Institution University of Chile
Program(s) University of Chile
UCEAP Course Level Lower Division
UCEAP Subject Area(s) Business Administration
UCEAP Course Number 80
UCEAP Course Suffix
UCEAP Official Title INTRODUCTION TO MARKETING
UCEAP Transcript Title INTRO TO MARKETING
UCEAP Quarter Units 4.00
UCEAP Semester Units 2.70

Course Description

The course focuses on introducing students to the knowledge and application of key marketing concepts and tools used by organizations. The course emphasizes the consumer and value creation fundamentals of developing marketing strategies and tactics.

Language(s) of Instruction
Spanish

Host Institution Course Number
ENMKT205

Host Institution Course Title
INTRODUCCIÓN AL MARKETING

Host Institution Course Details
https://econ.uchile.cl/

Host Institution Campus
Andrés Bello

Host Institution Faculty
Facultad de Economía y Negocios

Host Institution Degree
Ingeniería Comercial

Host Institution Department

Course Last Reviewed
2025-2026

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