

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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