

COURSE DETAIL

MARKETING

Country

New Zealand

Host Institution

University of Otago

Program(s)

University of Otago

UCEAP Course Level

Lower Division

UCEAP Subject Area(s)

Business Administration

UCEAP Course Number

27

UCEAP Course Suffix**UCEAP Official Title**

MARKETING

UCEAP Transcript Title

MARKETING

UCEAP Quarter Units

7.00

UCEAP Semester Units

4.70

Course Description

This course examines the marketing environment, customer types, buyer behavior, market segmentation and product, pricing, distribution and promotion issues in the context of domestic and international product and service markets. Taking a firm centric perspective, it considers how marketing management creates value for an organization through the integration of market and customer information.

Language(s) of Instruction

English

Host Institution Course Number

MART112

Host Institution Course Title

MARKETING

Host Institution Course Details

<https://www.otago.ac.nz/courses/papers?papercode=mart112>

Host Institution Campus

Dunedin

Host Institution Faculty

Marketing

Host Institution Degree

Host Institution Department

Course Last Reviewed

2026-2027

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