

COURSE DETAIL

MARKETING AND CUSTOMER VALUE

Country

Australia

Host Institution

University of Technology Sydney

Program(s)

University of Technology Sydney

UCEAP Course Level

Lower Division

UCEAP Subject Area(s)

Business Administration

UCEAP Course Number

24

UCEAP Course Suffix**UCEAP Official Title**

MARKETING AND CUSTOMER VALUE

UCEAP Transcript Title

MKTING & CUST VALUE

UCEAP Quarter Units

6.00

UCEAP Semester Units

4.00

Course Description

This course introduces the fundamentals of marketing with a customer-centric approach, examining both the traditional 4P's—Product, Price, Place, Promotion—and the consumer-focused 4C's—Consumer wants and needs, Cost, Convenience, Communication. It explores skills in competitor analysis, digital and non-digital communication, and strategies to create customer value.

Language(s) of Instruction

English

Host Institution Course Number

24109

Host Institution Course Title

MARKETING AND CUSTOMER VALUE

Host Institution Course Details

<https://coursehandbook.uts.edu.au/subject/2026/24109?offering=City+campus-Autum...>

Host Institution Campus

City

Host Institution Faculty

Business

Host Institution Degree

Host Institution Department

Course Last Reviewed

2026-2027

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