

Course Information					
Course Code	BU104	Credit Hours	32	Credits	2
Course Name	Introduction to Marketing				
(Course Type)					
Audience					
(Language of Instruction)					
School					
Prerequisite					
Instructor		(Email)	mjing@sjtu.edu.cn		
Description	Product	Price	Place	Promotion	
	<p>Marketing is an applied science based on economic science, behavior science, management science and modern science and technology. The object of marketing research is the enterprise marketing process and its regularity, that is, in a particular marketing environment, the enterprise market research and analysis as the basis, to meet the reality and potential market demand, implement the product, price, place, promotion as the main content of the decision-making. The contents of marketing research are comprehensive, practical and applied.</p>				
course syllabus					

(Learning Outcomes)	Cesim		Simbrand	
	1			
	2			
	3			
(Class Schedule & Requirements)	1			2
	2			2
	3			2
	4		1	2
	5		2	2
	6		1	2
	7		2	2
	8		3	2
	9		4	2
	10			2
	11		5	2
	12		6	2
	13		7	2

