

LSE - 10 Choose one from: Principles of Marketing, or Management: International and comparative perspectives

About this unit

The BSc Management program (Standard Route) consists of twelve units and you can study four units per year (see below the lists of the **Foundation** and **Further units**).

Here next you can read some details of this unit and then shortly about studies generally.

Principles of marketing

Prerequisite

Introduction to sociology or Principles of sociology or Introduction to economics Or Elements of social and applied psychology

Exclusion

This unit may not be taken with Marketing.

Aims and objectives

This unit introduces students to the fundamental principles of marketing and marketing management. Topics covered in the unit include:

- origins of marketing theory and practice
- consumer theory
- product development
- promotion strategy
- pricing strategy
- placement and distribution strategy
- marketing ethics and corporate social responsibility.

The strategic approach taken in this guide will enable students to gain a broad understanding of consumers and the marketing behaviors of firms, especially those operating in an international environment.

The unit is ideally suited to those who wish to develop a sophisticated and critical understanding of marketing theory. Specifically, students will be expected to:

- Understand the behaviors of consumers from both an economic and psychological perspective.
- Understand the function and effect of advertising/promotion from both an organizational and market-wide perspective.
- Understand the pricing behaviors of firms in an uncertain environment where information may be limited or wrong.
- Develop a basic knowledge and ability to analyze the marketing behaviors of firms and consumers and make predictions regarding such events as the success or failure of a new product or advertising campaign.

These themes will run throughout the unit. Students will be expected to acquire a knowledge and critical understanding of these four themes as well as the sub-topics which form a part of each theme.

Management: international and comparative perspectives

Prerequisite

If taken as part of a BSc degree: Introduction to economics or Introduction to business and management.

Aims and objectives

This is both an empirical/descriptive and theoretical unit and it allows students to apply knowledge of their own country, region and companies to enhance their understanding of the subject matter covered in this unit.

Specifically, the aims of this unit are:

- To provide an analysis of the forces shaping the international environment within which the activity of international management has to be conducted.
- To examine the strategic choices available to managers of companies engaged in international business and to apply relevant social science theories and concepts to understand the behaviour of international companies.

Learning outcomes

On completing this unit students should be able to:

- Describe the international business environment and to understand how it provides opportunities and constraints for the behaviors of international managers.
- Apply relevant social science theories and concepts to gain an understanding of the behaviors of firms engaged in international business.
- Analyze the strategic choices available to managers of international companies.

Generally about the studies:

Tuition to the LSE Management program

Once you have registered and received your study material from London School of Economics you are on your own until the examinations take place. Yet to structure your own time and studies can be difficult.

That is why MKFC Stockholm College offers you tuition so you can get the most out of your external studies at London School of Economics.

MKFC Stockholm College is using an e-learning platform that makes it easy for every student to follow the syllabus, receive tuition and interact with other students no matter where in the world the student may be.

Each student will also get individual teacher feedback and tuition during ten months per year. Our goal is to improve the skills through tuition so the student passes the examinations and receives a degree from one of the finest universities in the world within the planned timeframe.

The aim of the range of units available is to look analytically and critically at management issues, whilst developing your logical reasoning abilities. As a student you will develop critical skills for a wide range of real world professional situations, as well as get excellent preparation for a career in management consultancy or general management.

Tuition to the Management program 7/24/360

Tuition is given to all foundation units and three further units with no prerequisites that are a part of the Management program given by LSE.

Foundation units

1. Introduction to Economics, 02
2. Statistics (half unit) 04a, Mathematics (half unit), 05a
3. Principles of Sociology, 21
4. Principles of Accounting, 25
5. Introduction to Business and Management, 107

Further units

6. Managerial Economics, 28 (prerequisites 02+ 05a)
7. Organization Theory: an interdisciplinary approach, 127 (prerequisites 02 or 21)
8. Strategy 119 (prerequisites 02a + 05a)
9. Human resources Management, 75
10. Choose one from:
Principles of Marketing, 141 (prerequisites 02 or 21)
Management: International and comparative perspectives, 77 (prerequisites 02)
11. Society and the environment, 68
12. Information systems and organizations, 136

Admissions and important dates

The MKFC Stockholm College Admission Group will consider an application from you as a mature candidate, if you are at least 21 years old with a "high school diploma", proficiency in English and have at least two years of work experience. The Admission Group will also consider your motivation and reasons for the studies. The Admission Group can guide you to reach additional qualifications before you can register at the program if necessary. You can apply to MKFC Stockholm College throughout the year. Please note that the University of London and LSE have their own deadline for receipt of applications. Please click below to find out more about how to apply to LSE and if you would like to see the formal list of qualifications for entrance at LSE http://www.londonexternal.ac.uk/how_to_apply/qualified.shtml.

Tuition fee 2008-2009

A student registered at the MKFC Stockholm College Tuition program will pay fee only per unit to MKFC. The fees are subject to annual review. The fees are **All Included**: tutoring, material, guidebooks, reading lists, old exams and peer areas.

Please note that beside that all students registered at the University of London and London School of Economics need to pay fees to the University of London.

DATES OF UNITS

7 / 24 / 360

You get freedom to choose the units and time for tuition.
(Take account LSE s exams)

Cost 790 Eur

DATES OF UNITS

Last date of application:

Non stop admission