COURSE DETAIL

INTERNATIONAL MARKETING
Country United Kingdom - Scotland
Host Institution University of Edinburgh
Program(s) University of Edinburgh
UCEAP Course Level Upper Division
UCEAP Subject Area(s) Business Administration
UCEAP Course Number 130
UCEAP Course Suffix
UCEAP Official Title INTERNATIONAL MARKETING
UCEAP Transcript Title INTERNATL MARKETING
UCEAP Quarter Units 8.00
UCEAP Semester Units 5.30

Course Description

The course provides a comprehensive overview of international marketing issues and instills an appreciation of the international business and marketing environment. It is taught using a combination of lectures, guest speakers, case study analysis and class discussions. To enhance the appreciation of the key challenges in international marketing, major entry modes available to international companies and the issues raised by the management of the marketing mix, formal lectures, mini case discussions, and videos are scheduled. These activities are undertaken in the class in an interactive manner by the lecturer and student groups.

Language(s) of Instruction
English

Host Institution Course Number
BUST10067

Host Institution Course Title
INTERNATIONAL MARKETING

Host Institution Course Details
http://www.drps.ed.ac.uk/21-22/dpt/cxbust10067.htm

Host Institution Campus
Edinburgh

Host Institution Faculty

Host Institution Degree

Host Institution Department
Business Studies

Course Last Reviewed
2021-2022

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