

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 Campus

Edinburgh

Host Institution Faculty

Host Institution Degree

Host Institution Department

Business Studies

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