COURSE DETAIL

INTERNATIONAL MARKETING
Country China
Host Institution Fudan University
Program(s) Fudan University
UCEAP Course Level Upper Division
UCEAP Subject Area(s) Business Administration
UCEAP Course Number 141
UCEAP Course Suffix
UCEAP Official Title INTERNATIONAL MARKETING
UCEAP Transcript Title INTL MARKETING
UCEAP Quarter Units 4.50
UCEAP Semester Units 3.00

Course Description

This is a management professional course in the international marketing behavior of enterprises. The course explores the basic theory and knowledge of international marketing systematically to understand of the current trend of development, in in order to lay a foundation for future practical and research work in related fields.

The basic content of the course consists of five parts. The first part is the international marketing concept, namely, international marketing understanding, task and challenge. Next is the analysis of the international marketing environment, including two chapters, namely the analysis of the international marketing environment, international marketing research. Then the course examines international marketing strategy planning: international marketing strategy and plan, international market segmentation and entry, and international sales competitive strategy. Students explore international marketing mix strategy: product, price, distribution and promotion strategies respectively. Finally, the course looks at international marketing organization and control.

This course includes both lecture and class discussion.

Language(s) of Instruction
Chinese

Host Institution Course Number
Econ130063

Host Institution Course Title
INTERNATIONAL MARKETING

Host Institution Course Details

Host Institution Campus
Fudan University

Host Institution Faculty
XIYOU HE

Host Institution Degree
Host Institution Department Economics
Course Last Reviewed

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