

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 Campus

Fudan University

Host Institution Faculty

XIYOU HE

Host Institution Degree

Host Institution Department

Economics

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