COURSE DETAIL

INTERNATIONAL MARKETING
Country Czech Republic
Host Institution CIEE, Prague
Program(s) Central European Studies
UCEAP Course Level Upper Division
UCEAP Subject Area(s) Business Administration
UCEAP Course Number 104
UCEAP Course Suffix
UCEAP Official Title INTERNATIONAL MARKETING
UCEAP Transcript Title INTERNATL MARKETING
UCEAP Quarter Units 4.50
UCEAP Semester Units 3.00

Course Description

This course examines the issues and processes involved in developing an international marketing and branding strategy and plan, as well as the execution of marketing and PR operations on an international scale. Course content and practical assignments focus on real-world problems such as identifying and evaluating opportunities in international markets; developing and adapting marketing tactics in relation to multiple, specific national market needs and constraints; and coordinating marketing and branding strategies in global markets. Guest lectures by local business professionals and company visits provide first-hand context and experience for the issues explored in the course.

Language(s) of Instruction
English

Host Institution Course Number
MKTG 3001 PRCZ

Host Institution Course Title
INTERNATIONAL MARKETING

Host Institution Course Details

Host Institution Campus
CIEE Prague

Host Institution Faculty

Host Institution Degree

Host Institution Department
CIEE STUDY CENTER

Course Last Reviewed
2024-2025

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