

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 Campus

CIEE Prague

Host Institution Faculty

Host Institution Degree

Host Institution Department

CIEE STUDY CENTER

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