COURSE DETAIL

ESCI: NEW TRENDS IN INTERNATIONAL MARKETING
Country Spain
Host Institution Pompeu Fabra University
Program(s) International Business Economics
UCEAP Course Level Upper Division
UCEAP Subject Area(s) Business Administration
UCEAP Course Number 181
UCEAP Course Suffix
UCEAP Official Title ESCI: NEW TRENDS IN INTERNATIONAL MARKETING
UCEAP Transcript Title ESCI:TREND/INTL MKT
UCEAP Quarter Units 5.00
UCEAP Semester Units 3.30

Course Description
This course examines new trends in the marketing arena and their relevance in the global business economy. Topics include: globalization and international marketing; new marketing perspectives; innovation as a marketing tool; marketing and cross-cultural management; marketing in retail and multi-channel strategies; digital marketing; neuro-marketing; corporate social responsibility as a marketing strategy; segmentation, sociologic trends, and customer relationship management.

Language(s) of Instruction
English

Host Institution Course Number
80229 / 51706

Host Institution Course Title
NEW TRENDS IN INTERNATIONAL MARKETING

Host Institution Course Details

Host Institution Campus
Pompeu Fabra University

Host Institution Faculty

Host Institution Degree

Host Institution Department
ESCI International Business (Escola Superior de Comerç Internacional)

Course Last Reviewed

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