

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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