

## 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**

ESCI: NEW TRENDS IN INTERNATIONAL MARKETING

**Host Institution Campus**

Pompeu Fabra University

**Host Institution Faculty****Host Institution Degree****Host Institution Department**

ESCI International Business (Escola Superior de Comerç Internacional)

[Print](#)