COURSE DETAIL

GLOBAL MARKETING
Country Hong Kong
Host Institution University of Hong Kong
Program(s) University of Hong Kong
UCEAP Course Level Upper Division
UCEAP Subject Area(s) Business Administration
UCEAP Course Number 160
UCEAP Course Suffix
UCEAP Official Title GLOBAL MARKETING
UCEAP Transcript Title GLOBAL MARKETING
UCEAP Quarter Units 5.00
UCEAP Semester Units 3.30

Course Description

This course shows how the principles of marketing can be applied to marketing problems across national boundaries and within foreign countries. Attention is paid to the development of global marketing strategies and to the different approaches needed to market consumer items, industrial goods, and services internationally. The impact on marketing of the cultural, economic, political, and technological environments in different countries are examined. Text: Warren J. Keegean and Mark C. Green, GLOBAL MARKETING. Assessment: midterm exam (25%), final exam (35%), group projects (30%), class participation (10%).

Language(s) of Instruction
English

Host Institution Course Number
MKTG3523

Host Institution Course Title
GLOBAL MARKETING

Host Institution Course Details

Host Institution Campus

Host Institution Faculty

Host Institution Degree

Host Institution Department
Business

Course Last Reviewed
2022-2023

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