

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. Keegan 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 Campus

Host Institution Faculty

Host Institution Degree

Host Institution Department

Business

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