

# 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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