

COURSE DETAIL

INTERNATIONAL MARKETING

Country

Korea, South

Host Institution

Yonsei University

Program(s)

Yonsei University

UCEAP Course Level

Upper Division

UCEAP Subject Area(s)

Business Administration

UCEAP Course Number

101

UCEAP Course Suffix**UCEAP Official Title**

INTERNATIONAL MARKETING

UCEAP Transcript Title

INTERNATL MARKETING

UCEAP Quarter Units

4.50

UCEAP Semester Units

3.00

Course Description

To convey the element of global marketing management as well as marketing in Asia. Topics include globalization and global marketing, global business environment, global segmentation targeting and positioning (STP), and various global strategies on marketing, entry, product, price, promotion, place.

Language(s) of Instruction

English

Host Institution Course Number

BIZ3135

Host Institution Course Title

INTERNATIONAL MARKETING

Host Institution Campus

Host Institution Faculty

Host Institution Degree

Host Institution Department

Business Administration

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