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 Course Details
http://ysweb.yonsei.ac.kr:8888/curri120601/curri_pop2.jsp?&hakno=BIZ3135&bb=01&...

Host Institution Campus

Host Institution Faculty

Host Institution Degree

Host Institution Department
Business Administration

Course Last Reviewed
2021-2022

Print