

COURSE DETAIL

INTERNATIONAL MARKETING MANAGEMENT

Country

Taiwan

Host Institution

National Taiwan University

Program(s)

National Taiwan University

UCEAP Course Level

Upper Division

UCEAP Subject Area(s)

Business Administration

UCEAP Course Number

100

UCEAP Course Suffix**UCEAP Official Title**

INTERNATIONAL MARKETING MANAGEMENT

UCEAP Transcript Title

INTL MKTG MGMT

UCEAP Quarter Units

4.50

UCEAP Semester Units

3.00

Course Description

This course provides students with knowledge and tools to analyze and understand marketing practices across national borders. Major topics include an overview of international marketing; cultural and political implications of target market selection; marketing mix planning, and execution issues in a global environment.

Language(s) of Instruction

English

Host Institution Course Number

MBA5095

Host Institution Course Title

INTERNATIONAL MARKETING MANAGEMENT

Host Institution Campus

Host Institution Faculty

Management

Host Institution Degree

Host Institution Department

Business Administration

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