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 Course Details
http://nol.ntu.edu.tw/nol/coursesearch/print_table.php?course_id=741%20U3030&cl...

Host Institution Campus

Host Institution Faculty
Management

Host Institution Degree

Host Institution Department
Business Administration

Course Last Reviewed
2022-2023

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