

COURSE DETAIL

INTERNATIONAL MARKETING

Country

Spain

Host Institution

University of Barcelona

Program(s)

University of Barcelona

UCEAP Course Level

Upper Division

UCEAP Subject Area(s)

Business Administration

UCEAP Course Number

138

UCEAP Course Suffix**UCEAP Official Title**

INTERNATIONAL MARKETING

UCEAP Transcript Title

INTL MARKETING

UCEAP Quarter Units

5.00

UCEAP Semester Units

3.30

Course Description

This course offers a study of international marketing. Topics include: global cultural environment; global market opportunities in different regions of the world; global marketing strategies.

Language(s) of Instruction

English

Host Institution Course Number

290387

Host Institution Course Title

INTERNATIONAL MARKETING

Host Institution Course Details

https://www.eh.ub.edu/repositori/programas/giga/290387_es.pdf

Host Institution Campus

Campus Plaça Universitat

Host Institution Faculty

Host Institution Degree

Host Institution Department

Estudios Hispánicos

Course Last Reviewed

2022-2023

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