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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