

# 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 Campus

Campus Plaça Universitat

### Host Institution Faculty

### Host Institution Degree

### Host Institution Department

Estudios Hispánicos

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