COURSE DETAIL

INTERNATIONAL TRADE MANAGEMENT
Country Spain
Host Institution University of Barcelona
Program(s) University of Barcelona
UCEAP Course Level Upper Division
UCEAP Subject Area(s) Economics Business Administration
UCEAP Course Number 170
UCEAP Course Suffix
UCEAP Official Title INTERNATIONAL TRADE MANAGEMENT
UCEAP Transcript Title INTL TRADE MNGMNT
UCEAP Quarter Units 5.00
UCEAP Semester Units 3.30

Course Description
This course provides an overview of concepts, theories, strategies and risks underlying marketing, as well as the various issues affecting global marketing activities. Topics covered include: fundamental principles of marketing; consumer behavior; marketing research; segmentation and positioning; product, price, distribution and communication; sustainability marketing.

Language(s) of Instruction

Host Institution Course Number
364562

Host Institution Course Title
DIRECCION COMERCIAL INTERNACIONAL

Host Institution Course Details

Host Institution Campus
Facultad de Economia, Campus Nord

Host Institution Faculty

Host Institution Degree

Host Institution Department
Empresa

Course Last Reviewed

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