

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

INTERNATIONAL TRADE MANAGEMENT

Host Institution Campus

Facultad de Economía, Campus Nord

Host Institution Faculty**Host Institution Degree****Host Institution Department**

Empresa

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