

# COURSE DETAIL

## INTERNATIONAL MARKETING

**Country**

Italy

**Host Institution**

University of Bologna

**Program(s)**

University of Bologna

**UCEAP Course Level**

Upper Division

**UCEAP Subject Area(s)**

Economics Business Administration

**UCEAP Course Number**

178

**UCEAP Course Suffix****UCEAP Official Title**

INTERNATIONAL MARKETING

**UCEAP Transcript Title**

INTL MARKETING

**UCEAP Quarter Units**

6.00

**UCEAP Semester Units**

4.00

## Course Description

This is a graduate level course that is part of the Laurea Magistrale program. The course is intended for advanced level students only. Courses in the LM in Business Administration degree program are typically not available to UCEAP exchange students. Enrollment in this course is by consent of the instructor. The course refers to the most important variables for international marketing and marketing mix investments in different markets. The course explores the following questions: what is the difference between managing a domestic market and a multinational portfolio of businesses; what are the methods to analyze foreign markets and consumers; what are success stories of international marketing strategies useful to companies that are internationalizing their business?

## Language(s) of Instruction

English

## Host Institution Course Number

21872

## Host Institution Course Title

INTERNATIONAL MARKETING (LM)

## Host Institution Course Details

<https://www.unibo.it/en/teaching/course-unit-catalogue/course-unit/2022/413397>

## Host Institution Campus

BOLOGNA

## Host Institution Faculty

## Host Institution Degree

LM in BUSINESS ADMINISTRATION

## Host Institution Department

Management

**Course Last Reviewed**

2022-2023

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