

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

Host Institution Campus

BOLOGNA

Host Institution Faculty

Host Institution Degree

LM in BUSINESS ADMINISTRATION

Host Institution Department

Management

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