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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