COURSE DETAIL

INTERNATIONAL MARKETING
Country Australia
Host Institution University of Sydney
Program(s) University of Sydney
UCEAP Course Level Upper Division
UCEAP Subject Area(s) Business Administration
UCEAP Course Number 137
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 courses introduces international marketing using the marketing concept. It first considers environmental factors and then studies how marketing strategies are affected by those environmental factors. It provides awareness and understanding of international marketing concepts and highlights their importance in a rapidly changing global economy. Additionally, the unit develops skills in designing and implementing marketing strategies in diverse international contexts.

Language(s) of Instruction
English

Host Institution Course Number
MKTG3116

Host Institution Course Title
INTERNATIONAL MARKETING

Host Institution Course Details

Host Institution Campus

Host Institution Faculty

Host Institution Degree

Host Institution Department
Marketing

Course Last Reviewed

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