

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 course 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 Campus**Host Institution Faculty****Host Institution Degree****Host Institution Department**

Marketing

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