

COURSE DETAIL

INTERNATIONAL ADVERTISING

Country

Denmark

Host Institution

Copenhagen Business School

Program(s)

University of Copenhagen

UCEAP Course Level

Upper Division

UCEAP Subject Area(s)

Business Administration

UCEAP Course Number

111

UCEAP Course Suffix**UCEAP Official Title**

INTERNATIONAL ADVERTISING

UCEAP Transcript Title

INTL ADVERTISING

UCEAP Quarter Units

6.00

UCEAP Semester Units

4.00

Course Description

The course prepares students for a life as strategic planners, marketers, and communication professionals in a global environment. Companies working internationally are faced with the global-local dilemma. On the one hand they seek to reap the efficiency benefits of globally standardized advertising. On the other, national differences require specialized advertising to effectively reach target audiences in different markets. The course provides students with an understanding of the problems and opportunities facing people working with international advertising. Students are given the tools to understand the relationship between corporate marketing and communications, subsidiaries, the master ad agency, and local sub-agencies. In the course, students watch and analyze commercials and current marketing and communication trends, conduct international research and strategic planning, and adapt these strategies to the local markets.

Language(s) of Instruction

English

Host Institution Course Number

KAN-CIBCV2055U

Host Institution Course Title

INTERNATIONAL ADVERTISING

Host Institution Campus

Host Institution Faculty

Host Institution Degree

Host Institution Department

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