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

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Host Institution Course Details

Host Institution Campus

Host Institution Faculty

Host Institution Degree

Host Institution Department

Course Last Reviewed

Print