COURSE DETAIL

GLOBAL MARKETING
Country Japan
Host Institution Keio University
Program(s) Keio University
UCEAP Course Level Upper Division
UCEAP Subject Area(s) Business Administration
UCEAP Course Number 149
UCEAP Course Suffix
UCEAP Official Title GLOBAL MARKETING
UCEAP Transcript Title GLOBAL MARKETING
UCEAP Quarter Units 3.00
UCEAP Semester Units 2.00

Course Description
This course discusses marketing issues faced by global companies. The course starts by defining what are marketing, (national) culture, and internationalization, before moving to the concrete steps of the internationalization process.

Language(s) of Instruction
English

Host Institution Course Number
N/A

Host Institution Course Title
GLOBAL MARKETING

Host Institution Course Details

Host Institution Campus
Keio University

Host Institution Faculty

Host Institution Degree

Host Institution Department
Global Passport Program

Course Last Reviewed

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