

## 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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