

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 Campus

Keio University

Host Institution Faculty**Host Institution Degree****Host Institution Department**

Global Passport Program

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