

# COURSE DETAIL

## INTERNATIONAL MARKETING AND MANAGEMENT

**Country**

France

**Host Institution**

University of Bordeaux

**Program(s)**

University of Bordeaux

**UCEAP Course Level**

Upper Division

**UCEAP Subject Area(s)**

Economics Business Administration

**UCEAP Course Number**

105

**UCEAP Course Suffix**

B

**UCEAP Official Title**

INTERNATIONAL MARKETING AND MANAGEMENT

**UCEAP Transcript Title**

MARKETING

**UCEAP Quarter Units**

4.50

**UCEAP Semester Units**

3.00

### **Course Description**

This course on marketing covers product life cycles, marketing mixes, brand(ing), market segmentation, positioning, targeting, a case study approach, SWOT/TOWS analysis, Porter's models (e.g. value chain), sales, globalization and international/global marketing, market studies, strategy, and various matrices.

### **Language(s) of Instruction**

English

### **Host Institution Course Number**

5CSM506U

### **Host Institution Course Title**

MARKETING

### **Host Institution Campus**

### **Host Institution Faculty**

### **Host Institution Degree**

### **Host Institution Department**

Economics

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