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 Course Details

Host Institution Campus

Host Institution Faculty

Host Institution Degree

Host Institution Department
Economics

Course Last Reviewed
2023-2024

Print