

COURSE DETAIL

GLOBAL MARKETING STRATEGY

Country

United Kingdom - England

Host Institution

University College London

Program(s)

University College London

UCEAP Course Level

Upper Division

UCEAP Subject Area(s)

Business Administration

UCEAP Course Number

175

UCEAP Course Suffix**UCEAP Official Title**

GLOBAL MARKETING STRATEGY

UCEAP Transcript Title

GLOBAL MARKETING

UCEAP Quarter Units

6.00

UCEAP Semester Units

4.00

Course Description

The course provides students with a framework for understanding and analyzing the key issues involved in developing marketing strategy and conducting marketing operations on an international scale. At the heart of the course is the tension between standardization and adaptation and implications for the marketing mix.

Language(s) of Instruction

English

Host Institution Course Number

MSIN0061

Host Institution Course Title

GLOBAL MARKETING STRATEGY

Host Institution Course Details

<https://www.ucl.ac.uk/module-catalogue/modules/global-marketing-strategy-MSIN00...>

Host Institution Campus

Host Institution Faculty

School of Management

Host Institution Degree

Host Institution Department

Course Last Reviewed

2024-2025

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