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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