

# 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 Campus

### Host Institution Faculty

School of Management

### Host Institution Degree

### Host Institution Department

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