

COURSE DETAIL

INTERNATIONAL MARKETING

Country

Japan

Host Institution

International Christian University

Program(s)

International Christian University

UCEAP Course Level

Upper Division

UCEAP Subject Area(s)

Business Administration

UCEAP Course Number

127

UCEAP Course Suffix**UCEAP Official Title**

INTERNATIONAL MARKETING

UCEAP Transcript Title

INTERNATL MARKETING

UCEAP Quarter Units

4.00

UCEAP Semester Units

2.70

Course Description

This course is designed to explore key issues and current debates in the field of Marketing and International Marketing. The course explains theoretical concepts in the discipline of international marketing and the importance of how to think globally in business. In addition, the impact of political, legal, economic and cultural factors on marketing activities across countries will be discussed. Students will learn to analyze marketing plans and consumer product strategy at the global level.

Language(s) of Instruction

English

Host Institution Course Number

BUS205E

Host Institution Course Title

INTERNATIONAL MARKETING

Host Institution Campus

International Christian University

Host Institution Faculty

Host Institution Degree

Host Institution Department

Business

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