

# 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 Course Details

<https://campus.icu.ac.jp/public/ehandbook/PreviewSyllabus.aspx?regno=11144&year...>

### Host Institution Campus

International Christian University

### Host Institution Faculty

### Host Institution Degree

### Host Institution Department

Business

### Course Last Reviewed

2022-2023

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