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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