

COURSE DETAIL

GLOBAL MARKETING AND NEGOTIATION

Country

Taiwan

Host Institution

National Taiwan University

Program(s)

National Taiwan University

UCEAP Course Level

Upper Division

UCEAP Subject Area(s)

Business Administration

UCEAP Course Number

118

UCEAP Course Suffix**UCEAP Official Title**

GLOBAL MARKETING AND NEGOTIATION

UCEAP Transcript Title

GLOBAL MKTG NEGTN

UCEAP Quarter Units

4.50

UCEAP Semester Units

3.00

Course Description

This course draws on global marketing/business situations and contexts to introduce students to the theory and practical application of negotiations with an emphasis on practical skill development. Negotiation can be taught and—with practice—improved with experience. This course covers research on negotiation-related issues but also provides a platform to develop actual negotiation skills and practice them in-class (and optionally online) using group negotiation simulations in a role-playing-game format (RPG).

Language(s) of Instruction

English

Host Institution Course Number

MGT5001

Host Institution Course Title

GLOBAL MARKETING AND NEGOTIATION SKILLS

Host Institution Course Details

https://nol2.aca.ntu.edu.tw/nol/coursesearch/print_table.php?course_id=700%20U0...

Host Institution Campus

Host Institution Faculty

Management

Host Institution Degree

Host Institution Department

Course Last Reviewed

2023-2024

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