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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