

## 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

### Host Institution Campus

### Host Institution Faculty

Management

### Host Institution Degree

### Host Institution Department

[Print](#)