

COURSE DETAIL

INTERNATIONAL MARKETING MANAGEMENT

Country

Korea, South

Host Institution

Korea University

Program(s)

Korea University

UCEAP Course Level

Upper Division

UCEAP Subject Area(s)

Business Administration

UCEAP Course Number

109

UCEAP Course Suffix**UCEAP Official Title**

INTERNATIONAL MARKETING MANAGEMENT

UCEAP Transcript Title

INTL MKTG MGMT

UCEAP Quarter Units

4.50

UCEAP Semester Units

3.00

Course Description

This course serves as an undergraduate-level seminar on international marketing (IM) for Korean firms. The primary objective of the course is to provide a framework for managing marketing operations across borders. Emphasis is given to the analysis of international markets, their respective consumers and environments, and various marketing management issues required to meet the demands of true global markets.

This course focuses on: (1) international marketing challenges from the perspective of Korean firms; (2) developing marketing strategy based on analysis of customers and markets in foreign countries, and (3) various marketing examples in the context of Asian markets as well as emerging markets, such as India, Malaysia, Indonesia, Vietnam, and Thailand.

Language(s) of Instruction

English

Host Institution Course Number

BUSS340

Host Institution Course Title

INTERNATIONAL MARKETING MANAGEMENT

Host Institution Course Details

<https://infodepot.korea.ac.kr/lecture1/lecsubjectPlanView.jsp?year=2023&term=2R...>

Host Institution Campus

Host Institution Faculty

Host Institution Degree

Host Institution Department

Business Administration

Course Last Reviewed

2023-2024

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