

# 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. Emphases 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 Campus

### Host Institution Faculty

### Host Institution Degree

### Host Institution Department

Business Administration

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