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 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

Print