COURSE DETAIL

CONTEMPORARY PROSPECTS IN INTERNATIONAL MARKETING

Country
United Kingdom - England

Host Institution
King's College London

Program(s)
King's College London

UCEAP Course Level
Upper Division

UCEAP Subject Area(s)
Communication Business Administration

UCEAP Course Number
154

UCEAP Course Suffix
N

UCEAP Official Title
CONTEMPORARY PROSPECTS IN INTERNATIONAL MARKETING

UCEAP Transcript Title
INTERNATL MARKETING

UCEAP Quarter Units
6.00

UCEAP Semester Units

4.00

Course Description

Nowadays, consumers or organizations, are more informed and more demanding as the landscape of international marketing knowledge changes. Combined with technological advancements, environmental degradation and sociocultural changes, these factors provide strong support for the proposition that marketing practices, perspectives, and assumptions are becoming outdated. This course introduces reflection and debate regarding current challenges in international marketing, bringing together culturally diverse and interdisciplinary perspectives. This course provides students with the current challenges and opportunities of international marketing. In this vein, students focus on current trends in international marketing, issues relevant to the global environment.

Language(s) of Instruction
English

Host Institution Course Number
6SSMN354

Host Institution Course Title
CONTEMPORARY PROSPECTS IN INTERNATIONAL MARKETING

Host Institution Course Details
https://www.kcl.ac.uk/abroad/module-options/international-marketing-4

Host Institution Campus
King's College London

Host Institution Faculty

Host Institution Degree

Host Institution Department
Business Management

Course Last Reviewed
2023-2024

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