

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factors provide strong support for the proposition that marketing practices, perspectives, and assumptions are becoming outdated.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 Campus

King's College London

Host Institution Faculty

Host Institution Degree

Host Institution Department

Business Management

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