

COURSE DETAIL

INTERNATIONAL MARKETING (ELECTIVE)

Country

United Kingdom - England

Host Institution

University of Sussex

Program(s)

University of Sussex

UCEAP Course Level

Upper Division

UCEAP Subject Area(s)

Business Administration

UCEAP Course Number

140

UCEAP Course Suffix

N

UCEAP Official Title

INTERNATIONAL MARKETING (ELECTIVE)

UCEAP Transcript Title

INTERNATL MARKETING

UCEAP Quarter Units

6.00

UCEAP Semester Units

4.00

Course Description

This course represents an introduction to international marketing and develops knowledge of the international environment and international marketing. The increased scope, risk, and complexity faced by the international marketer is due to the increased level of uncertainty from operating in diverse and less understood environments. Emphasis is placed on the identification of challenges presented by international marketing to equip students to deal with differences, opportunities, and threats emerging from diverse economic, demographic, political/legal, cultural, technical, and competitive environments. The impact of international issues is related during the course to the marketing decision-making task at three levels; the macro level at which country selection decisions are made; national level at which market entry decisions are made; and market level where marketing mix decisions are made.

Language(s) of Instruction

English

Host Institution Course Number

N1507E

Host Institution Course Title

INTERNATIONAL MARKETING (ELECTIVE)

Host Institution Campus

University of Sussex

Host Institution Faculty

Host Institution Degree

Host Institution Department

Business

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