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 Course Details
https://www.sussex.ac.uk/study/study-abroad-at-sussex/our-programs/semester-and...

Host Institution Campus
University of Sussex

Host Institution Faculty

Host Institution Degree

Host Institution Department
Business

Course Last Reviewed
2023-2024

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