

## COURSE DETAIL

### INTERNATIONAL MARKETING

**Country**

China

**Host Institution**

Peking University, Beijing

**Program(s)**

Peking University

**UCEAP Course Level**

Upper Division

**UCEAP Subject Area(s)**

Business Administration

**UCEAP Course Number**

116

**UCEAP Course Suffix****UCEAP Official Title**

INTERNATIONAL MARKETING

**UCEAP Transcript Title**

INTL MARKETING

**UCEAP Quarter Units**

3.00

**UCEAP Semester Units**

2.00

## Course Description

This course introduces international marketing. The lectures cover the nature of international marketing, the international environment, market segmentation, market entry strategies, product strategies, pricing strategies, promotion strategies, structure of international physical distribution, some important markets, and organization of international marketing activities. The course is focused primarily on the international marketing decisions and management processes.

### Language(s) of Instruction

English

### Host Institution Course Number

2534010

### Host Institution Course Title

INTERNATIONAL MARKETING

### Host Institution Campus

### Host Institution Faculty

### Host Institution Degree

### Host Institution Department

Economics

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