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 Course Details

Host Institution Campus

Host Institution Faculty

Host Institution Degree

Host Institution Department
Economics

Course Last Reviewed
2023-2024

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