COURSE DETAIL

GLOBAL MARKETING
Country Australia
Host Institution University of Melbourne
Program(s) University of Melbourne
UCEAP Course Level Upper Division
UCEAP Subject Area(s) Business Administration
UCEAP Course Number 160
UCEAP Course Suffix
UCEAP Official Title GLOBAL MARKETING
UCEAP Transcript Title GLOBAL MARKETING
UCEAP Quarter Units 6.00
UCEAP Semester Units 4.00

Course Description

This course examines to marketing in the international marketplace. Topics covered include the cultural, economic, political and ethical environments within which global marketing occurs; drivers toward globalization; foreign market assessment, selection and analysis; international product policy; international advertising and promotion; channel management; and coordinating global marketing.

Language(s) of Instruction
English

Host Institution Course Number
MKTG20009

Host Institution Course Title
GLOBAL MARKETING

Host Institution Course Details

Host Institution Campus
Parkville

Host Institution Faculty

Host Institution Degree

Host Institution Department

Course Last Reviewed
2023-2024

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