

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 Campus

Parkville

Host Institution Faculty

Host Institution Degree

Host Institution Department

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