COURSE DETAIL

INTERNATIONAL MARKETING
Country Germany
Host Institution CIEE, Berlin
Program(s) The Berlin Experience
UCEAP Course Level Upper Division
UCEAP Subject Area(s) Business Administration
UCEAP Course Number 117
UCEAP Course Suffix
UCEAP Official Title INTERNATIONAL MARKETING
UCEAP Transcript Title INTL MARKETING
UCEAP Quarter Units 4.50
UCEAP Semester Units 3.00

Course Description

Students gain an understanding of the issues and processes involved in developing an international marketing and branding strategy and plan, as well as the execution of marketing and PR operations on an international scale. Course content and practical assignments focus on real-world problems such as identifying and evaluating opportunities in international markets, developing and adapting marketing tactics in relation to multiple, specific national market needs and constraints, and coordinating marketing and branding strategies in global markets. Guest lectures by local business professionals and company visits provide first-hand context and experience for the issues explored in the course.

Language(s) of Instruction
English

Host Institution Course Number
MKTG 3001

Host Institution Course Title
INTERNATIONAL MARKETING

Host Institution Course Details
https://ciee.file.force.com/sfc/dist/version/download/?oid=00Di0000000ddow&ids=...

Host Institution Campus
CIEE Berlin

Host Institution Faculty

Host Institution Degree

Host Institution Department

Course Last Reviewed
2024-2025

Print