

## 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 Campus

CIEE Berlin

### Host Institution Faculty

### Host Institution Degree

### Host Institution Department

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