

# COURSE DETAIL

## CASES IN INTERNATIONAL MARKETING

**Country**

Brazil

**Host Institution**

Pontifical Catholic University of Rio de Janeiro

**Program(s)**

Pontifical Catholic University of Rio de Janeiro

**UCEAP Course Level**

Upper Division

**UCEAP Subject Area(s)**

Communication Business Administration

**UCEAP Course Number**

117

**UCEAP Course Suffix****UCEAP Official Title**

CASES IN INTERNATIONAL MARKETING

**UCEAP Transcript Title**

INTL MARKETING

**UCEAP Quarter Units**

6.00

**UCEAP Semester Units**

4.00

## Course Description

This course provides a solid theoretical base of specific issues related to international marketing, allied to a practical view, based on case discussions. The course permits students to develop knowledge of how to plan a marketing strategy for expansions into foreign markets based on such issues. This course covers the concepts and theories in international marketing, the challenges and opportunities in international markets, environment analysis of international markets, strategies to enter international markets, repositioning in international markets, country of origin image, pricing strategies in international markets, distribution tendencies in international markets, and non-traditional marketing communication in international markets.

### Language(s) of Instruction

English

### Host Institution Course Number

ADM 9984

### Host Institution Course Title

CASES IN INTERNATIONAL MARKETING

### Host Institution Course Details

<https://www.puc-rio.br/ferramentas/ementas/ementa.aspx?cd=ADM9984>

### Host Institution Campus

### Host Institution Faculty

### Host Institution Degree

### Host Institution Department

Management

### Course Last Reviewed

2024-2025

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