

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 Campus

Host Institution Faculty

Host Institution Degree

Host Institution Department

Management

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