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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