

# COURSE DETAIL

## INTERNATIONAL MARKETING

**Country**

United Kingdom - Scotland

**Host Institution**

University of St Andrews

**Program(s)**

University of St Andrews

**UCEAP Course Level**

Upper Division

**UCEAP Subject Area(s)**

International Studies Business Administration

**UCEAP Course Number**

160

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

INTERNATIONAL MARKETING

**UCEAP Transcript Title**

INTL MARKETING

**UCEAP Quarter Units**

8.00

**UCEAP Semester Units**

5.30

## Course Description

This course begins by examining the scope of international marketing and identifying the nature of this specialized environment. It continues with an exploration of the range of international market entry and pricing strategies and ends with a review of the impact of ethical considerations and the political dimensions of international marketing.

### Language(s) of Instruction

English

### Host Institution Course Number

MN4211

### Host Institution Course Title

INTERNATIONAL MARKETING

### Host Institution Campus

### Host Institution Faculty

Business School

### Host Institution Degree

### Host Institution Department

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