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 Course Details
https://www.st-andrews.ac.uk/subjects/modules/catalogue/?code=MN4211&academic_y...

Host Institution Campus

Host Institution Faculty
Business School

Host Institution Degree

Host Institution Department

Course Last Reviewed
2024-2025

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