

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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