

COURSE DETAIL

INTERNATIONAL MARKETING (MARKETING AND MANAGEMENT)

Country

United Kingdom - England

Host Institution

University of Sussex

Program(s)

University of Sussex

UCEAP Course Level

Upper Division

UCEAP Subject Area(s)

Business Administration

UCEAP Course Number

159

UCEAP Course Suffix

N

UCEAP Official Title

INTERNATIONAL MARKETING (MARKETING AND MANAGEMENT)

UCEAP Transcript Title

INTL MARKETING

UCEAP Quarter Units

6.00

UCEAP Semester Units

4.00

Course Description

This course introduces students to international marketing, focusing on the complexities of operating in diverse and unfamiliar environments. Students build knowledge of the international environment and the unique challenges facing international marketers, including increased scope, risk, and uncertainty. Students learn to identify and manage differences, opportunities, and threats across varied economic, demographic, political/legal, cultural, technical, and competitive environments. Students connect international issues to marketing decision-making at three levels: macro level, where country selection decisions are made; national level, where market entry decisions are considered; market level, where marketing mix decisions are implemented.

Language(s) of Instruction

English

Host Institution Course Number

N1586

Host Institution Course Title

INTERNATIONAL MARKETING (MARKETING AND MANAGEMENT)

Host Institution Campus

Host Institution Faculty

Host Institution Degree

Host Institution Department

