

COURSE DETAIL

MARKETING ACROSS CULTURES

Country

Japan

Host Institution

Hitotsubashi University

Program(s)

Hitotsubashi University

UCEAP Course Level

Lower Division

UCEAP Subject Area(s)

Business Administration

UCEAP Course Number

82

UCEAP Course Suffix**UCEAP Official Title**

MARKETING ACROSS CULTURES

UCEAP Transcript Title

MRKTNG ACROSS CULTR

UCEAP Quarter Units

3.00

UCEAP Semester Units

2.00

Course Description

This course analyzes the basic theoretical framework of global marketing based on cultural differences. The course provides the tools to answer questions such as, Why has Korean music been so successful in the global market? Why do people in Japan eat Kentucky Fried Chicken on Christmas?

Courses in Marketing (undergraduate and MBA) and Consumer Behavior (undergraduate) are relevant to this course

Language(s) of Instruction

English

Host Institution Course Number

BU-B279-G-00

Host Institution Course Title

INTERMEDIATE COURSE IN MARKETING

Host Institution Course Details

https://syllabus.cels.hit-u.ac.jp/hit_syllabus/2025/01/01_1BB27901_ja_JP.html

Host Institution Campus

Hitotsubashi University

Host Institution Faculty

Host Institution Degree

Host Institution Department

Commerce

Course Last Reviewed

2024-2025

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