

# 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](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

[Print](#)