

COURSE DETAIL

INTERNATIONAL MARKETING

Country

Japan

Host Institution

Waseda University

Program(s)

Waseda University

UCEAP Course Level

Upper Division

UCEAP Subject Area(s)

Business Administration

UCEAP Course Number

115

UCEAP Course Suffix**UCEAP Official Title**

INTERNATIONAL MARKETING

UCEAP Transcript Title

INTL MARKETING

UCEAP Quarter Units

3.00

UCEAP Semester Units

2.00

Course Description

This course introduces students to a systematic treatment of marketing on an international and global scale, describing concepts relevant to international marketers. The course is developed along two basic dimensions—the cultural environment of international/global marketing and the management of international/global marketing operations. The emphasis is on the strategic implications of marketing in different cultures.

Language(s) of Instruction

English

Host Institution Course Number

CMMM301L

Host Institution Course Title

INTERNATIONAL MARKETING

Host Institution Course Details

<https://www.wsl.waseda.jp/syllabus/JAA104.php?pKey=210EB45100512025210EB4510021...>

Host Institution Campus

Waseda University

Host Institution Faculty

Host Institution Degree

Host Institution Department

SILS

Course Last Reviewed

2025-2026

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