

## COURSE DETAIL

### GLOBAL BRANDING AND ADVERTISING

**Country**

China

**Host Institution**

Peking University, Beijing

**Program(s)**

Peking University

**UCEAP Course Level**

Upper Division

**UCEAP Subject Area(s)**

Business Administration

**UCEAP Course Number**

131

**UCEAP Course Suffix****UCEAP Official Title**

GLOBAL BRANDING AND ADVERTISING

**UCEAP Transcript Title**

GLOBAL BRAND&ADVERT

**UCEAP Quarter Units**

3.00

**UCEAP Semester Units**

2.00

## Course Description

This course aims to connect advertising creative design with global business practices, helping students build a knowledge system that integrates an international perspective, business thinking, and professional depth. Through systematic theoretical teaching and in-depth analysis of practical cases, the course deciphers the core logic of global brand building and advertising communication, laying a solid foundation for students to engage in the international communication industry or support the internationalization of local brands in the future.

## Language(s) of Instruction

English

## Host Institution Course Number

01834357

## Host Institution Course Title

GLOBAL BRANDING AND ADVERTISING

## Host Institution Course Details

<https://dean.pku.edu.cn/service/web/courseSearchEn.php>

## Host Institution Campus

## Host Institution Faculty

## Host Institution Degree

## Host Institution Department

## Course Last Reviewed

2025-2026

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