

COURSE DETAIL

NEW TRENDS IN INTERNATIONAL MARKETING

Country

Spain

Host Institution

Pompeu Fabra University

Program(s)

Pompeu Fabra University

UCEAP Course Level

Upper Division

UCEAP Subject Area(s)

Business Administration

UCEAP Course Number

150

UCEAP Course Suffix**UCEAP Official Title**

NEW TRENDS IN INTERNATIONAL MARKETING

UCEAP Transcript Title

INTERNATL MARKETING

UCEAP Quarter Units

5.00

UCEAP Semester Units

3.30

Course Description

The course examines emerging trends in international marketing and their relevance to global business. Students explore digital and social media marketing, content marketing, neuromarketing, gamification, consumer behavior, diversity marketing, retail marketing, and other contemporary developments. The course emphasizes innovation, globalization, and the application of current marketing trends to international business.

Language(s) of Instruction

English

Host Institution Course Number

52135 (80129)

Host Institution Course Title

NEW TRENDS IN INTERNATIONAL MARKETING

Host Institution Course Details

<https://uceap.sharepoint.com/:b:/s/DocumentLibrary/IQDLfDertFGDRYM2DDkIdh3OAWw2...>

Host Institution Campus

Born Campus

Host Institution Faculty

ESCI School of International Business (Escola Superior de Comércio Internacional)

Host Institution Degree

Host Institution Department

International Business Program (IBP) at ESCI

Course Last Reviewed

2026-2027

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