International marketing and sales

Niveau d'étude
Bac +2

ECTS
3 crédits

Composante
Institut universitaire de technologie de Valence (IUT Valence)

Volume horaire
15h

Période de l'année
Automne (sept. à dec./janv.)

Diplômes intégrant cet élément

- Course offer for international exchange students - IUT Valence

Langue(s) d'enseignement: Anglais

Ouvert aux étudiants en échange: Oui

Code d'export Apogée: LY2BR316

Présentation

Description

Course Objectives
Upon the successful completion of this course, students will be able to:
• Introducing you to the institutions, vocabulary, and players in the world of international business. You need to be able to speak the language of international business to operate effectively.
• Allowing you to gain experience in analyzing the marketing environment and marketing- related decisions for a firm entering non-domestic markets. You should know key sources for researching the cultural, economic, ethical, and political environments and anticipate the influence each will have on marketing strategies and decision-making.
• Use the appropriate international marketing models and theories.

Période : Semestre 3

Informations non contractuelles.
Dernière mise à jour le 30 juin 2026

Infos pratiques

Lieu(x) ville

Valence

Campus

Valence - Briffaut

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Dernière mise à jour le 30 juin 2026