

International marketing and sales



ECTS
3 crédits



Composante
Institut
universitaire de
technologie de
Valence (IUT
Valence)



Volume horaire
15h



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

- > **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

Infos pratiques

Campus

- > Valence - Briffaut

