



## Course Description – Curriculum

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**Subject :** 2605419 Global Marketing  
GLOBAL MKT

**Credits :** 3(3-0-6)

**Course Condition: Prerequisite:** 2605311

**Description :** Overview of global marketing management; international trade theory; global marketing environment and major institutions; structure and demographics of global markets; culture and global consumer behavior; global marketing strategy; organization and controlling global marketing activities.

