

Online lecture_ International Marketing

Winter Semester 2022/23

Name of the course	International Marketing
Name of the lecturer	Dr. Harry Costin, Doctor of Business Administration and MBA, Boston University
Description of the course	This course translates traditional Marketing concepts and frameworks, such as the 4Ps, to an international context. We will explore how the “same” product may have significantly different connotations in different countries and cultures. For example, wine may be a basic beverage to accompany main meals in one country, a luxury product in another, and a forbidden one in a third.
Dates	5 th – 9 th December, 16:00 – 20:00
Kind of exam	Individual paper: adapting the 4Ps of Marketing of a product to another country Group presentations
Prerequisites required	
Recommended reading	International marketing, 18 th edi. Philip Cateora and John Graham and Mary Gilly and Bruce Money. McGraw-Hill 2020.
Working language	English
Available seats	30