

## **BUS 268 International Marketing**

3 hours

### **Departments/Programs:**

Business (Adult Undergraduate)

This course provides an investigation of the opportunities and challenges facing American companies seeking to expand their markets across international boundaries. Analysis includes a study of international marketing barriers, cultural patterns, adapting the product line to international markets, selections of channels of distribution, pricing strategies, and international communication strategies.

*Prerequisite(s): BUS-107.*