Nebraska Wesleyan University

BUSAD 228 International Marketing

Catalog

2011-2012

Course Description

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, selecting of channels of distribution, pricing strategies, and international communication strategies.

Prerequisite(s): Grade of "C-" or better in BUSAD 115 Principles of Marketing.

(Normally offered each fall semester.)

Course Hours

3 hours

Departments

1. Business, Accounting and Economics (Undergraduate)