Nebraska Wesleyan University

BUS 268 International Marketing

Catalog

2012-2013

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

Prerequisite(s): BUS 107.

Course Hours

3 hours

Departments

1. Business (Adult Undergraduate)