

Nebraska Wesleyan University

Catalog 2012-2013

BUSAD 228 International Marketing

3 hours

Majors, Minors & Degrees:

Majors

Global Studies (B.A., B.S.)

International Business (B.A.)

Minors

Marketing

Departments/Programs:

Business, Accounting and Economics (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, selecting of channels of distribution, pricing strategies, and international communication strategies.

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

(Normally offered each fall semester.)