Nebraska Wesleyan University Catalog 2013-2014

Course: 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.