

**Course:**

**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 Principles of Marketing.*

(Normally offered each fall semester.)