

BUSAD 4300 International Marketing

3 hours

Majors, Minors & Degrees:

Majors

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

International Business (B.A.)

Minors

Marketing

Certificates

Marketing Minor (18 hours)

Departments/Programs:

Business (Adult Undergraduate)

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 2000 Principles of Marketing.

(Normally offered each fall semester.)