Nebraska Wesleyan University

BUSAD 4300 International Marketing

Catalog

2014-2015

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, 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.)

Course Hours

3 hours

Departments

1. Business (Adult Undergraduate)
2. Business, Accounting and Economics (Undergraduate)