

**Course:**

**BUSAD 4300 International Marketing**

**3 hours**

**Majors, Minors & Degrees:**

**Majors**

Business Administration (B.A., B.S.)  
Global Studies (B.A., B.S.)  
International Business (B.A.)

**Minors**

Marketing

**Certificates**

Marketing Minor (18 hours)  
Public Relations Minor

**Departments/Programs:**

Business (Adult Undergraduate)  
Business, Accounting and Economics (Undergraduate)

Students will investigate 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 channels of distribution, pricing strategies, and international communication strategies.

*Prerequisite(s): Grade of "C-" or better in BUSAD 2000 Principles of Marketing.*