

Nebraska Wesleyan University

Catalog 2019-2020

BUSAD 4300 International Marketing

3 hours

Majors, Minors & Degrees:

Majors

Business Administration (B.A., B.S.)

International Business (B.A.)

Majors (Adult)

Business Administration (B.S)

Minors

Marketing

Minors (Adult)

Marketing

Public Relations

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.