Nebraska Wesleyan University

BUSAD 4300 International Marketing

Catalog

2019-2020

Course Description

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.

Archway Curriculum: Essential Connections: Speaking Instructive
Archway Curriculum: Integrative Core: UC Reflected Self Thread
Archway Curriculum: Integrative Core: Going Global Thread

Course Hours

3 hours

Departments

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