

Nebraska Wesleyan University

Catalog 2020-2021

## 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.*