Nebraska Wesleyan University

BUSAD 4300 International Marketing

Catalog

2026-2027

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 and a 1000- or 2000-level speaking-instructive course.*

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

Course Hours

3 hours

Departments

1. Business, Accounting and Economics (Undergraduate)