

INBU 320: International Marketing

Discuss the fundamentals of marketing and its management in competitive global environments and diverse national economies. Explore demand analysis, product development, product pricing, marketing organization, foreign representation and distribution systems, promotion, advertising and sales and services. Emphasize the regulatory issues related to international marketing.

Credits: 3

Prerequisites/Permissions:

INBU 300 (C), MKTG 301, Junior, B-School Major/Minor

Program:

International Business