

MAKT 451 : International Marketing

Bases and promotion of foreign trade; international marketing organizations and methods; technical and financial features of worldwide marketing.

Credits 3

CIP Code

52.1401

Prerequisites

or any 3 credit hours MATH. LIBR 150 may be taken concurrently.

Prerequisite Courses

LIBR 150

MAKT 302

MATH 110

Course Outcomes

After successfully completing the course, the learner will be able to:

- Familiarity with selected marketing issues in a multicultural environment, beyond the single and familiar U.S. business environment;
- Skills to examine alternative ways by which a firm can expand internationally and overcome its associated problems.
- Skills to develop a systematic approach for dealing with international marketing problems.
- Knowledge and awareness to be sensitive to economic, political, and cultural differences among nations as they effect marketing.
- Understanding of the international framework of organizations, laws, and practices that effect marketing.
- Abilities to identify and evaluate marketing opportunities abroad.
- Foundation developing skills in gathering information, drawing conclusions from it, and presenting the material.
- The skills to work on an international marketing plan that could be used to show prospective employers.