

## IMS6354 - Global Marketing

[IMS 6354](#) Global Marketing (3 semester hours) This course promotes an appreciation and understanding of theoretical and practical issues involved in marketing products and services in the international context. This course covers the fundamentals and evolution of international marketing, the environment of international marketing, foreign entry methods, evaluation of market potential, management of international marketing mix, consumer behavior and international strategic marketing planning. Prerequisite: [MKT 6301](#) or consent of instructor. Executive Education Course. (3-0) Y