IMS 6310 - International Marketing

IMS 6310 International Marketing (3 semester credit hours) This course aims at preparing students to appreciate the international marketing by understanding both theoretical and practical issues involved. 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. Students will also learn the reasons why international marketing is important for success in international business and for finding personal career opportunities. Prerequisite: MKT 6301 or instructor consent required. (3-0) Y