MKT 3V92 - European Marketing Studies

MKT 3V92 European Marketing Studies (1-3 semester credit hours) This course familiarizes students with the historical, social, economic, and political background of nations in Europe. Students will learn about the marketing environment of the area and participate in seminars on firms that operate in and have a marketing impact in the area. Prerequisites: MKT 3300 and instructor consent required. ([1-3]-0)