

BUS-43 — GLOBAL MARKETING

About This Course

Transfer: CSU

3.00 units

Prerequisite: None.

Description: Problems of marketing in the international marketplace and how marketers approach and solve them. Focus on concepts and principles by teaching the theory and practice of international marketing, including: The United States international marketing position, market entry strategies, analysis of foreign markets, culture and marketing, product, pricing, distribution, promotion, and sales. 54 hours lecture. (Letter grade only)