

BUSI 890 : International Marketing

Attracting and retaining customers is fundamental to the success of all organizations. Marketing is the art and science of learning what customers want, how they want it, at what price they want it, and then delivering those products and services to meet the customers' needs and wants. In this course, marketing theory and concepts will be applied to a variety of real life case studies including marketing strategy development, market definition, target market segmentation, distribution channel strategy and choices, sales promotion strategy, branding, and other related areas. Special attention is given to providing a well-rounded perspective of international markets (national and regional) that encompasses history, geography, language, and religion as well as economics.

Core Course