

BUS. 230 International Marketing

BUS. 230 INTERNATIONAL MARKETING

Survey course outlining the major dimensions of the global business environment while providing a set of conceptual and analytical tools to successfully apply the "4 P's" (product, price, place and promotion) to global marketing. Review global economic, political-legal, and cultural environmental factors. Global market research and data sources are explored. Other topics included in this course are foreign market selection, foreign market entry, supply chain management, international pricing, and global marketing of services. *Grade Option (Letter Grade or Pass/No Pass). Degree Credit.*

Units: 3

Hours/semester: 48-54 Lecture; 96-108 Homework

Transfer Credit: CSU

