A. Course Description

Credits: 4

Lab Hours/ Weeks: Corequisites: None

Lecture Hours/ Week :

MnTC Goals: None

This course introduces students to the concepts and disciplines of international marketing. Students develop an understanding of the international environment and its impact on marketing. Topics include social and cultural influences; political, legal and financial considerations; exporting and importing; organizational alternatives; information sources; market-entry strategies; pricing and distribution; sales and communications practices; counter trade; and other current international marketing issues. Major geographic marketing areas are discussed.

B. Course Effective Dates: 05/10/2003 - Present

C. Outline of Major Content Areas:

See Course Description for major content areas.

D. Learning Outcomes (General)

None

E. Learning Outcomes (MN Transfer Curriculum)

This contains no goal areas.

G. Special Information

Overlap: MKTG 680 Developing International Markets.