

Course Schedule - Spring 2007

Business Administration

382 ***International Marketing*** Credit: 3 hours.

Analyzes marketing strategy across national boundaries, the problems of marketing within foreign countries, and the coordination of global marketing programs. Includes problems faced by the exporter, licensor, joint venture, and multinational firm. The full range of market activities are discussed from a global perspective. Prerequisite: Junior standing

CRN	Type	Section	Time	Days	Location	Instructor
31078	lecture-discussion	A	10:00 AM - 11:20 AM	TR	room 226 Wohlers Hall	Alexandre, M