

MKT 2280: Global Marketing

The world market and its implications for global marketing; the relationships of imports and exports to policies; impacts of major national cultures on foreign marketing communications and business development programs will be researched through multiple sources.

Credits: 3.0

Prerequisites:

VSB 2020

MKT 1137

SBI 3006

SBI 3040

VSB 2020 or MKT 1137 or SBI 3006 or SBI 3040

Program: [Marketing](#)