

# 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

**Prerequisites:**

VSB 2020

MKT 1137

SBI 3006

SBI 3040

VSB 2020 or MKT 1137 or SBI 3006 or SBI 3040

**Program:** [Marketing](#)