

MBA 8684: Global Marketing

This course examines strategic elements of international marketing programs along with appropriate tactical elements designed to help firms implement strategy and thrive. Key topics include evaluating international market opportunities and coordination of strategy across markets. The application of marketing principles, along with an understanding of current trends affecting the marketing mix will be explored in depth. In addition, the multinational environment and cultural influences that complicate marketing programs will be emphasized.

Credits: 3.0

Prerequisites:

[MBA 8450](#) and [MBA 8650](#)

Program: MBA (Business Administration)