

FCS 424: International Retailing

FAMILY & CONSUMER SCIENCES

The macro and micro factors associated with a retail strategy in pursuing international markets.

3 Credits

Prerequisites

- [Bus 271: Business Communication](#)
- [Econ 202: Principles of Microeconomics](#)
- [Econ 203: Principles of Macroeconomics](#)
- [Mktg 351: Marketing Principles](#)
- [Mktg 361: Introduction to Retailing](#)
- [FCS 102: Introduction to Merchandising](#)

Instruction Type(s)

- Lecture: Lecture for FCS 424

Subject Areas

- [Family and Consumer Sciences/Human Sciences, General](#)

