

Mktg 552: Global Marketing **MARKETING**

Extending domestic marketing concepts into the global marketplace: first, planning and executing trial international exports; followed by studying firms extending activities into multinational trade, and eventually transitioning into truly global strategies and tactics. Course includes an emphasis on cultural issues in extending markets into these non domestic settings.

3 Credits

Prerequisites

- [Mktg 351: Marketing Principles](#) (Minimum grade: C)
- Pre-Requisite: 24 Earned Hours

Instruction Type(s)

- Lecture: Lecture for Mktg 552
- Lecture: Compressed Video for Mktg 552

Subject Areas

- [International Marketing](#)

Related Areas

- [Marketing Research](#)
- [Marketing/Marketing Management, General](#)

