

## **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](#)

