

FCS 424: International Retailing

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

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