Mktg 380: Topics in Marketing Abroad

Marketing

The study of marketing topics across national and cultural boundaries. Students examine the nature and framework of international marketing while studying abroad. May be repeated with permission from the department chair.

Must be in good academic standing during the semester abroad. Must get academic approval from the dean's office and marketing department chair prior to going abroad.

1 - 6 Credits

Prerequisites

- Consent of Department Chairperson Required

Instruction Type(s)

- Lecture: Study Aborad Lecture for Mktg 380

Subject Areas

- Marketing/Marketing Management, General

Related Areas

- International Marketing
- Marketing Research

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