The University of Mississippi is accredited by the Southern Association of Colleges and Schools Commission on Colleges to award certificates and baccalaureate, master's, specialist, and doctoral degrees. Contact the Commission on Colleges at 1866 Southern Lane, Decatur, Georgia 30033-4097, call 404-679-4500, or visit online at www.sacscoc.org for questions about the accreditation.

https://catalog.olemiss.edu/2019/fall/undergraduate/business/marketing/mktg-452

**Mktg 452: Global Marketing & Supply Chain**

**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)

**Instruction Type(s)**

- Lecture: Lecture for Mktg 452
- Lecture: Compressed Video for Mktg 452
- Lecture: Study Abroad for Mktg 452

**Subject Areas**

- **International Marketing**

**Related Areas**

- **Marketing Research**
- **Marketing/Marketing Management, General**