

BA 234: International Marketing

Covers nature and concepts of international marketing including techniques for identifying potential markets and assessing uncontrollable elements such as economic, political and sociocultural environmental factors. International marketing strategies related to product/service, pricing, promotion and distribution are examined.

Course Student Learning Outcomes

- Communicate effectively using basic international business vocabulary enabling them to successfully follow and engage in higher-level international business courses.
- Identify issues in marketing unique to the global business environment in order to facilitate employment in entry-level positions in international trade and commerce.
- Identify major governmental and non-governmental sources of information and import / export assistance and apply that knowledge through development of marketing plans tied to global business activity and country-specific business conditions.
- Develop basic workflow for international market planning and identify major components of a marketing plan such that they will be able to participate in entry-level support activities in a marketing department of a globally oriented business.
- Identify sources of information on cultural and business practice differences between countries enabling students to prepare themselves to do business with foreign nationals from those countries or brief other business managers on proper protocols for conducting business in those countries.
- Use concepts of global marketing as outlined in Domain 2 of the NASBITE Certified Global Business Professional Practice Delineation in order to respond to questions specific to the global business management knowledge portion of the NASBITE Certified Global Business Professional exam.

Credits: 3

Prerequisites: [WR 115](#) [RD 115](#) [MTH 20](#) Equivalent placement test scores also accepted.

Program: [Business Administration](#)