

MBA 537 : Global Marketing

The course provides a comprehensive understanding of the issues and challenges inherent in the formulation and implementation of global marketing programs. Such programs must account for international differences among the needs and preferences of customers with varying levels of purchasing power as well as disparate cultures, languages, and climates. Therefore, key emphasis is placed on the various forces affecting international marketing decisions, such as whether a company should internationalize and, if so, which markets it should enter and how. These topics are discussed through the lens of an increasingly global consumer culture.

Grad Scheme

Letter

Credits 3

Prerequisite Courses

MBA 512