BUS. 230 International Marketing

BUS. 230 INTERNATIONAL MARKETING
Survey course outlining the major dimensions of the global business environment while providing a set of conceptual and analytical tools to successfully apply the "4 P's" (product, price, place and promotion) to global marketing. Review global economic, political-legal, and cultural environmental factors. Global market research and data sources are explored. Other topics include foreign market selection, foreign market entry, supply chain management, international pricing, and global marketing of services. Grade Option (Letter Grade or Pass/No Pass). Degree Credit.

Units: 3
Hours/semester: 48-54 Lecture; 96-108 Homework
Recommended: Eligibility for ENGL 838 or ENGL 848 or ESL 400.
Transfer Credit: CSU

Courses marked with a (*) are transferable with unit limitations as specified in assist.org.
If you have questions, see your counselor.