Courses in Marketing

Graduate Courses

B Mkt 675
International Business (3)
Introduction to the global scope of the competitive environment of today's economy. Selected topics, including cross-cultural, political, and economic considerations, examine both the functional interrelationships as well as the international dimensions of business decisions. Prerequisite: Completion of at least 30 graduate credits.
(2305) Shaye, Gerald
May 24-July 26
Scheduled synchronous class meetings via Zoom:
M 5:30p.m.-9:30p.m.