**MKT 372**

MKT 372, Global Marketing, affords students the opportunity to expand the core marketing knowledge by learning how to apply it in a global context. Over the course of the semester, we will have the opportunity to learn about how global forces affect a company’s marketing mix, strategy, customer segmentation and positioning, and structure. We will achieve these results through a combination of lecture, guest presentations, case studies / discussions, and group projects. Because of the amount of exposure to and discussion this course contains of cultures around the world and their impact on business, this course carries the Global Cultures flag.

The course is designed to help the student:

* Develop an understanding of the global business environment and how to apply this understanding to marketing strategy
* Assess and address local and global buyers and local and global competitors
* Select and enter foreign marketgs
* Balance global and local considerations when developing the marketing mix
* Organize a firm for global marketing
* Research and present a Country Market report