

# CMR2 566. GLOBAL MARKETING MANAGEMENT.

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Credits: 3

Offered by: Global & Strategic Comm. (School of Continuing Studies)

This course is not offered this catalogue year.

## Description

Marketing management considerations of a company seeking to extend beyond the confines of its domestic market. A review of product, pricing, channels of distribution and communications policies to develop an optimum strategy (between adapting completely to each local environment and standardizing across them) for arriving at an integrated and profitable operation. Particular attention to international marketing and exporting in the Canadian context.

- Prerequisites: (CMR2 542 or CMR2 642) and CMR2 548 or CMR2 648 or CMS2 521.

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