

CMRK 325. GLOBAL MARKETING.

Credits: 3

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

Terms offered: Winter 2026

[View offerings for Winter 2026 in Visual Schedule Builder.](#)

Description

Issues faced by businesses when entering and operating in foreign markets: changes in product, pricing, channels, and communications policies. Export marketing in the Canadian context.

- Prerequisites: CMRK 200 and CMRK 225.

Most students use Visual Schedule Builder (VSB) to organize their schedules. VSB helps you plan class schedules, travel time, and more.

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