

# MRKT 483. INTERNATIONAL MARKETING MANAGEMENT.

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Credits: 3

Offered by: Management (Desautels Faculty Management)

This course is not offered this catalogue year.

## Description

Marketing management considerations of a company seeking to extend beyond its domestic market. Required changes in product, pricing, channel, and communications policies. Attention to international trade and export marketing in the Canadian context.

- Formerly MGMT 483
- Prerequisites: MGCR 382 and MGCR 352

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

[Launch Visual Schedule Builder](#)