

# **2018-2019 TTC Catalog**

## **BUS 176 International Marketing**

Lec: 3.0 Lab: 0 Credit: 3.0

This course includes the study of economic, political, legal and cultural environments affecting international marketing; how to adapt the marketing mix to foreign markets; and how a company or product evaluates opportunities in international marketing.

### **Grade Type**

Letter Grade

### **Division**

Business Technology