

# MBA 6355 : Global Marketing

The purpose of the course is to expose the student to the complexity of marketing strategy decisions in a global marketplace. Topics include global consumer markets; the global cultural, legal, political, economic environment; marketing mix; consumer behavior; and global marketing research. Assignments include group work, cases and readings and presentations.

**Credits** 3

**Course ID**

002072

**Requisites**

[MBA 6355](#) Prerequisite: [MBA 6320](#)