

COURSE LEARNING OUTCOMES

Prefix and Course Number:	BUS 140
Course Title:	International Marketing
Version Date:	02/08/2020

Course Learning Outcomes

Upon successful completion of the course, the student will be able to:

1. Discuss the fundamental concepts of international marketing.
2. Evaluate international marketing positions of the United States.
3. Identify elements in foreign marketing environment.
4. Develop the ability to analyze foreign markets through secondary research.
5. Discuss and evaluate the effect of tariffs, quotas, subsidies, and state-owned corporations on growth of trade.