Subject: Business
Course Number: Bus 143
Section Number: 95160
Name of Class: International Marketing
Instructor: Barry S. Morinaka, JD, PhD
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Semester: Spring 2014
Class Starting Date: February 10
Class Ending Date: June 6

Class Description: Introduces the marketing of goods and services in an international environment, including the development of a comprehensive commercial marketing program. Covers topics such as market selection, effective distribution, and pricing.


Other Course Materials Required: None

Initial instructions for beginning of class: Review the complete course website in Blackboard before asking questions.

Testing regulations (included proctoring guidelines link): None

Course Management System Information: Blackboard 9+

Student Learning Outcomes: 1. Analyze and synthesize the pricing, promotion, distribution, and production/delivery aspects of a good or service in an international environment. 2. Develop a comprehensive commercial marketing program.

Useful Links: TBD

Other:

DSPS Information: