

## **International Marketing Management**

Course code: MKTG 3010

Total contact hours: 48 hours

Pre-requisite: None

### **Course Overview**

This course is designed to give students the concepts of international marketing. It will also introduce students to the globalization and anti-globalization movements and the relationship between culture and business. In addition, the course introduces concepts related to international marketing. At the same time, the students take advantage of the opportunity to be in a foreign country as a window to visualize some processes from a different perspective and propose ideas through assignments to attain the class's objectives.