

# Course Description – Curriculum 2013

**Subject:** MK333 International Marketing

**Credits:** 3

**Prerequisite:** MK201

**Description:** A study of marketing in the international context. This course starts by providing concepts and theories of international marketing, which covers market systems and other factors influencing international business. Topics also include marketing concepts with no geographical boundaries, international marketing strategy, import and export, foreign investment and analysis of new challenges and ethical issues related to international marketing.