

MKTG 4476: Contemporary Global Business Practices

3 Credit Hours

Prerequisite: MGT 3100 and MGT 3600, 60 credit hours with a minimum GPA of 2.0, and Admission to the Coles College Undergraduate Professional Program or student in a Coles College Partner Program that includes this course.

This course deals with current practices in Global Business. It examines the strategies and tactics adopted by Global Companies from both Developed as well as Emerging Markets. Students will obtain insights into how firms in today's global markets need to be skilled in handling virtual teaming, outsourced and offshored projects, and strategic alliances across national boundaries, in order to maintain competitive advantage.

Notes: MKTG 4476 and MGT 4476 may not both be taken.

MKTG 4490: Special Topics in Marketing

3 Credit Hours

Prerequisite: MKTG 3100, 60 credit hours with a minimum GPA of 3.0, (Admission to the Coles College Undergraduate Professional Program or student in a Coles College Partner Program that includes this course), and approval of instructor and Department Chair prior to registration.

Selected special topics of interest to faculty and students.

MKTG 4500: Internet Marketing and Global Business

3 Credit Hours

Prerequisite: MKTG 3100, 60 credit hours with a minimum GPA of 2.0, and Admission to the Coles College Undergraduate Professional Program or student in a Coles College Partner Program that includes this course.

The course focuses on how information technology has created the framework for the emergence of commerce on the Internet. Students will be exposed to the ways that firms are utilizing the Internet to reconstruct their value chains and create/sustain competitive advantage. The impact of this medium on key dimensions of global business operations such as purchasing, manufacturing and marketing will also be addressed.