

BUAD 324: CULTURAL INTELLIGENCE FOR MARKETING

Cultural Intelligence for Marketing studies marketing concepts and decision-making across cultures, both domestic and international. Emphasis is placed upon comparative differences in markets, marketing functions, and socioeconomic and cultural differences between domestic and international marketing. This course provides marketers with the opportunity to gain insights into the many dynamics that exist in a diverse market environment. It also seeks to shape and influence customized communications that speak to these varied audiences.

Credits: 3

Department: [Business](#)