

**MKT 340 - MARKETING ACROSS CULTURES: CULTURAL PERSPECTIVE
ON LATIN MARKETS (PREREQ(S): MKT 301)**

Description:

The course is designed to challenge students to think critically about culture and international marketing, with an emphasis and perspective on Latin America. The course is structured to examine cross-cultural and intercultural approaches that intertwine with the international business environment and the impact that both have on the marketing of goods and services. PREREQ(S): MKT 301.