Host University:
Shanghai University

Application Closes: May 1, 2017

Minimum GPA: 2.5

Internet Marketing

MKT, 300-level, 3 credits

• Learn how the Internet and Social Media have become a necessity in modern business, and discover how they can assist in marketing. The Internet is an extremely useful tool for marketing planning and has become a necessary and integral part of a firm’s marketing mix. Focus on how the Internet can serve as an invaluable resource for the marketer and learn about the advantages and disadvantages of marketing on-line.

• Pair with a course on international business management or government and politics in China.

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Great opportunity to meet people and get input on business ideas and careers."