



Global Module 3

Global Market Research: Discovering global clients

In this lesson, students will become acquainted with the different tools that are available for researching global demographics and understanding foreign customers.

Most businesses with a website will already have some interaction with foreign customers. However, too few companies understand how to turn occasional requests from abroad into rich new market opportunities. With greater understanding, students will learn how to grow new markets overseas.

Recommended Classes/Course Work:

- Business Forecasting
- International Business Economics
- International Business Management
- Business Finance

