

Business Administration Major Course Evaluations

BADM 382, International Marketing

Semester Reviewed: Spring 2017

Professor	TA	Expected Grade
Minkyung Koo	Nadia Danienta	A

Qualitative Ratings: (1 = Low, 5 = High)

Difficulty	Time Commitment	Enjoyment
1	2	4

Assignments:

Number of Projects	Number of Papers	Number of Cases
3	0	8

Exams:

Number of Exams*	Exam Format
3	Multiple choice; Free response; True/False

*Including Final Exam

Class Format and Books:

Teaching Style	Required Textbook Cost
Powerpoint	

Comments Regarding Professor

Professor Koo is so sweet and knowledgeable on the topics discussed. She is very open to discussion and always listens to what students have to say. She enjoys class participation, is a very fair grader, and tries to relate the topics to her students.

Comments Regarding Course Content

I thought the content was interesting because you get to learn about cultural differences around the world and how to adapt marketing to those changes. I didn't think any of the information was very difficult, and much of the class is case based so you get exposure to marketing issues that have actually occurred. The cases are all fairly short and are on interesting topics.