

**A STUDY OF THE CURRICULUM CONTENT AND ADMINISTRATION  
OF THE INTERNATIONAL MARKETING COURSE**

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**ABSTRACT**

This study examines the subject content, teaching methods, and administration of the international marketing course. A survey of 144 academicians who teach international marketing identified preferences for particular teaching methods, sources of information for lectures, importance ratings for course topics, and the level of support given to the faculty members who wish to strengthen their teaching and research efforts in international marketing.