

The University of Cincinnati's Colleges of Business and Applied Science offer a course in International Marketing designed to build business and communication skills. This course has two components: one focuses on marketing issues. The other focuses on intercultural issues. To make students in the course more aware of both, the course is tied to the Communication Programme at the University of Tampere, Finland. Students exchange ideas using e-mail. They see and talk with each other via Web-based teleconferencing. This presentation discusses the course's use of technology, including pedagogical and logistical issues. Course content and representative activities are detailed.