

GLOBAL MARKETING

Overview

Global Marketing Technical Certificate

Program Code: 40-138-CG

Add a global focus to your marketing knowledge, learning to understand the needs of customers and how to best deliver products, services and value on an international scale. Learn to apply critical marketing concepts in a global environment.

The minimum required course grades and program grade point average (GPA) for students under this catalog are:

Core Courses = C

Program GPA = 2.0

Required Courses

Code	Title	Credits
Core Courses		
104-102	Marketing Principles	3
138-150	Global Business Fundamentals	3
138-155	Global Marketing	3
809-115	Global Cultural Awareness	3
Total Credits		12