

## International Marketing

12-credit Technical Certificate

### About the Certificate

Understand how the environment, world history and political systems impact the global trade arena. Explore international marketing principles. Analyze the way commodities and industrial products are globally marketed. Focus on negotiations, international communications, marketing and hosting international visitors.

This program can be completed with evening course options.

### What is a Technical Certificate?

A WCTC technical certificate provides an excellent means for those already employed in business to cross train or to expand their knowledge through short-term training opportunities.

For more information, call 262.691.5400.

Required Courses	Credits
<b>First Semester</b>	
104-102 Marketing Principles	3
138-150 Global Business Fundamentals	3
<b>Total semester credits</b>	<b>6</b>
<b>Second Semester</b>	
138-155 International Marketing	3
809-115 Global Cultural Awareness	3
<b>Total semester credits</b>	<b>6</b>
<i>Curriculum is current as of catalog printing.</i>	
<i>The ability to complete a full certificate may be affected by low enrollment.</i>	

### International Marketing Required Courses

#### 104-102 Marketing Principles 3

Explore marketing principles as found in the American business system, with an emphasis on consumer behavior, consumer and industrial products, distribution, market research, market segmentation, promotion, pricing, and international marketing.

#### 138-150 Global Business Fundamentals 3

Review the fundamentals of global business in an effort to understand how the environment, world history, and political systems impact the global trade arena. Discuss trading blocks, including NAFTA, Mercosor, the EC and the WTO, in the context of the global economy.

#### 138-155 International Marketing 3

Analyze the way commodities and industrial products are globally marketed, focusing on the concepts of distribution channels, trade patterns, competition, product planning and life cycle, advertising and promotion, market research, and the adaptation of the marketing mix to foreign environments. Analyze distributor relationships, agency, and licensing. Some background in marketing is recommended.

#### 809-115 Global Cultural Awareness 3

Discuss the factors that influence people to speak, act, negotiate, and make decisions in an effort to modify personal assumptions and habits that hinder success in the workplace. Explore how styles of thinking, value systems, and political and social realities affect relationships. Focus on negotiations, international communications, marketing, and hosting international visitors.