

# INTERNATIONAL MARKET DEVELOPMENT, CERTIFICATE

The Certificate in International Market Development targets graduate students and working professionals pursuing global management careers in business, financial, government, or non-profit organizations. The program will provide specialized knowledge in international market development within the context of contemporary social, environmental, and economic challenges. Students will learn to identify market development opportunities through the study of the institutional, economic, and sociocultural considerations within foreign markets, including developed and developing countries and their stakeholders. The certificate program in International Market Development will help students develop the contextual knowledge required to enhance the well-being of market development organizations and the communities they serve around the world.

## Degree Requirements (12 Hours)

To enroll in this program, participants must have a bachelor's degree and basic knowledge of the frameworks and theories of marketing management. To be awarded this certificate, participants must complete four graduate courses for a total of 12 credit hours. Required coursework will include one core and three elective courses as follows:

Course	Title	Credits
<b>Required Core Courses</b>		
IBUS 702 or DMSB 716	International Marketing Global Marketing Management	3
<b>Electives</b>		<b>9</b>
Select three of the following:		
IBUS 521	Ethnographic Methods in International Marketing	
IBUS 715	Foreign Market Entry and Growth	
IBUS 738	International Business and Sustainable Development	
IBUS 739	Design Thinking For Global Business (DT4GB)	
IBUS 790	Specialized Study in International Business	
IBUS 708	International Business Legal Environments	
IBUS 709	International Intellectual Property Management	
ECON 505	International Development Economics	
<b>Total Credit Hours</b>		<b>12</b>

Electives are subject to approval by the International Business Department Certificate Committee; students may request that other courses be substituted for the course listed above, subject to the review and approval of the Academic or Faculty Director of the program. Relevant graduate coursework may apply towards Moore School graduate programs, subject to the associated program faculty direction review and approval.