

# INTERNATIONAL MARKET DEVELOPMENT, CERTIFICATE

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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.