

INTERNATIONAL MARKET DEVELOPMENT, CERTIFICATE

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 |
|--------------------------------|--|-----------|
| Required Core Courses | | |
| IBUS 702 | International Marketing | 3 |
| or DMSB 716 | Global Marketing Management | |
| Electives | | 9 |
| 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 | |
| Total Credit Hours | | 12 |

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.