

## Career Path: Global Marketing

Global marketing managers often specialize in product development or market research and communicate with international partners. They are responsible for maximizing their company's international market share and profits. Global marketing managers must be aware of global market trends and developing products that meet international demands. They also work to establish competitive and profitable pricing strategies.



### Recommended Courses:

For students interested in careers in global marketing, the following liberal arts or free elective courses are recommended. These courses enhance a student's knowledge of global markets the communication skills needed to for marketing in an international setting.

### IBS2230 International Marketing

Introduces concepts of marketing in an international setting. This course addresses the global issues that challenge marketers. Topics include techniques for entering and exploiting international markets, the elements of an international marketing mix, and the cultural influences on marketing management and strategies. Prerequisites: IBS2201, MKT2220

### IBS3342 Global Business Management

Develops an understanding of the global challenges of the 21st century. This course considers globalization within a historical, social, and political framework emphasizing the emergence of modernity. Prerequisites: IBS2201, MGT2220

### MGT4430 Leadership

Examines the leadership variables that affect the achievement of organizational goals. Topics include theories of leadership, power, and influence as they affect organizational behavior; team building motivation; group dynamics; organizational communication processes; and change management. Prerequisite: MGT2220

### SOC3310 Intercultural Communication

Introduces the various cultural influences on communication. Emphasizes the obstacles and portals to effective communication. Students study the communication styles of different cultural groups and learn to apply cultural perspectives to their daily interactions in business and in their private lives.

### SOC4415 Global Social Change

Explores global trends that have impacted all societies. This course emphasizes developing nations experiencing extensive technological and social change. In this course, the effects of global change on cultures are discussed, as well as the impact of international social and economic development on traditional societies.

*Career Paths are not minors or concentrations and will not be noted on a student's transcript or diploma. Career Paths are suggested electives to fill elective credits.*