Global Marketing (Graduate Certificate)

Understand customer decisions and open new doors in your career by gaining specialized content knowledge in brand management and marketing research for business, government and nongovernmental entities that operate on a global scale.

Program Description

Degree Awarded: Certificate Global Marketing (Certificate)

Domestic marketing frameworks and tools are not sufficient in comparison to the global marketing framework that includes idiosyncrasies and complexities of the political, economic, legal, societal and cultural differences that exist in foreign markets.

The courses in Thunderbird's global marketing certificate program position students to thrive in multinational corporations and international organizations by equipping them with the knowledge of how and why customers make decisions. Students learn how to leverage branding across all channels to create value and to use the abundance of data available in today's market for cutting-edge business analytics. Courses emphasize the experiential approach to learning, using case studies featuring companies from around the globe with different cultures and complex legal environments.

Students learn to understand the critical, nuanced differences that managers need to recognize when conducting business across borders, and they examine how customer decision-making and how branding, business analytics, negotiation, channels and distribution, sales force management, product development and strategic services marketing are playing out in the international arena.

Thunderbird School of Global Management has produced unique leaders for more than 70 years, leaders in every sector capable of tackling the world's greatest challenges. The alumni network comprises 45,000 graduates and 170 chapters around the globe.

At a Glance
Degree Requirements

15 credit hours

Required Core (6 credit hours)
TGM 553 Global Customer Decision Making (3)
TGM 554 Global Marketing Research (3)

Electives (9 credit hours)

Additional Curriculum Information
Students choose three elective courses from a restricted list. Additional courses may be utilized with approval from the academic unit.

Admission Requirements

Applicants must fulfill the requirements of both the Graduate College and the Thunderbird School of Global Management.

Applicants are eligible to apply to the program if they have earned a bachelor's or master's degree in any field from a regionally accredited institution.

Applicants must have a minimum cumulative GPA of 3.00 (scale is 4.00 = "A") in the last 60 hours of their first bachelor's degree program, or applicants must have a minimum cumulative GPA of 3.00 (scale is 4.00 = "A") in an applicable master's degree program.

All applicants must submit:

1. graduate admission application and application fee
2. official transcripts
3. proof of English proficiency

Additional Application Information
An applicant whose native language is not English must provide proof of English proficiency regardless of current residency.

International students who need an F1 or J1 visa first need to apply to and be accepted into a graduate degree program prior to being considered for the certificate program. International students residing in the USA on other types of visas must adhere to all Graduate College policies and procedures regarding admission to be considered for admission to this certificate program.
Applicants must have taken TGM 551 Global Marketing Strategy and TGM 552 Global Marketing Management, or TGM 503 Global Marketing, or a three credit hour, 500-level graduate course with a minimum grade of "B" (scale is 4.00 = "A") or its equivalent. Coursework must be from a regionally accredited institution, from an institution accredited by a business accreditation organization such as the Association to Advance Collegiate Schools of Business, European Quality Improvement System, Association of MBAs or other institutions with approval from the academic unit.

Career Opportunities

Graduates who have combined the certificate in global marketing with their major program of study may become more marketable to employers. They often decide to pursue employment in product marketing, social media or market research areas.

Advanced degrees or certifications may be required for academic or clinical positions.

Contact Information

Thunderbird School of Global Management | AZCT 800
admissions.tbird@asu.edu | 602-496-7100