Global Marketing (Graduate Certificate)

You will gain specialized content knowledge in brand management, marketing research and customer decisions for business, government and nongovernmental entities that operate on a global scale through this graduate certificate program.

Program Description

Degree Awarded: Certificate Global Marketing (Certificate)

For the global market, domestic marketing frameworks and tools are not sufficient. The global marketing framework expands this content to include the idiosyncrasies and complexities of political, economic, legal, societal and cultural differences that exist in foreign markets.

The courses in the global marketing certificate program position and equip students in multinational corporations or international organizations to comprehend how and why customers make decisions the way they do, leverage branding as a capability to create value and use the abundance of data available in today's market to engage in cutting edge business analytics. The courses in this program emphasize the experiential approach to learning, using case studies featuring companies across the globe with different cultures and complex legal environments. The common theme across these courses is to advance understanding of the critical, nuanced differences that managers need to recognize when conducting business across borders. Students examine how customer decision-making, branding, business analytics, negotiation, channels and distribution, sales force management, product development and strategic services marketing are played out in the international arena.

At a Glance

- **College/School:** Thunderbird School of Global Management
- **Location:** Downtown Phoenix campus
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 of a 3.00 cumulative GPA (scale is 4.00 = "A") in the last 60 hours of their first bachelor's degree program, or applicants must have a minimum of 3.00 cumulative GPA (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 (regardless of current residency) must provide proof of English proficiency.

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.

Contact Information

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