

## Northern Virginia Community College 2007-2008 Catalog

### MARKETING - International Marketing Specialization

Associate of Applied Science Degree AN, ELI\*

*Purpose:* The International Marketing Specialization is designed for persons who seek knowledge and employment in the field of international sales and marketing by means of traditional marketing methods and electronic commerce focusing on business-to-business and business-to-consumer transactions. The program will enable those already in marketing to update their skills in the field or prepare for advancement in their present job. Graduates may seek careers in the Federal Government or private industry under titles such as international marketing assistant/specialist or research analyst, international trade specialist, global product assistant manager, international sales support analyst, international business development analyst, international strategic planner, international product marketing manager, international marketing integration analyst and e-commerce entrepreneur. Students are encouraged to focus on a specific international region acquiring knowledge of the area, the people, their language and culture.

*Transfer Information:* Although transfer is not the primary purpose of an A.A.S. program, NVCC has articulation agreements that facilitate the transfer of this and other career-oriented programs to selected senior institutions. Students interested in transfer should contact a counselor or their faculty advisor early in their program.

*Recommended Preparation:* The student should possess a proficiency in high school English and a strong background in basic arithmetic operations.

\*Graduation requirements are certified by a faculty advisor at a campus offering this major.

#### Two Years Credits

##### 1st Semester

BUS 100	Introduction to Business	3
ECO 120	Survey of Economics	3
ENG 111	College Composition I	3
ITE 115	Basic Computer Literacy or	
ITD 110	Web Page Design I	3
MTH 151	Math for the Liberal Arts I	3
PED 116	Lifetime Fitness & Wellness	1
SDV	Elective	<u>1</u>
<b>Total</b>	<b>17</b>	

##### 2nd Semester

BUS 125	Applied Business Mathematics	3
BUS 200	Principles of Management	3
BUS 201	Organizational Behavior	3
ENG 112	College Composition II	3
MKT 201	Introduction to Marketing	<u>3</u>
<b>Total</b>	<b>15</b>	

##### 3rd Semester

BUS 280	International Business	3
MKT 228	Promotion	3
MKT 282	Principals of eCommerce	3
SPD 110	Intro. to Speech Comm.	3
____	Social Science Elective	3
____	Foreign Language	<u>3</u>
<b>Total</b>	<b>18</b>	

##### 4th Semester

MKT 215	Sales & Marketing Mgt.	3
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MKT 275	International Marketing	3
MKT 283	Social, Ethical & Legal Issues in eComm.	3
MKT Elective		3
MKT Elective		3
2PED/RPK Elective		<u>1</u>
<b>Total</b>		<b>16</b>

**Total for the A.A.S. Degree in Marketing, International Marketing Specialization = 66.**

**Students are encouraged to participate in the Cooperative Education Program for special career-related work experience.**

<sup>1</sup> Students considering transfer may take ECO 201 or 202 after consulting with a faculty advisor.

<sup>2</sup> The PED requirement may be met by one of the following options: PED 116, 2 cr.; PED 116, 1 cr. plus a PED activities course, 1 cr.; or PED 116, 1 cr. plus RPK activities course. PED 116 is offered as both a 1-credit and a 2-credit course.

<sup>3</sup> ENG 116 Writing for Business or ENG 125 may be substituted with the advice of a counselor or faculty advisor.

<sup>4</sup> SPD 227 or 229 may be substituted.

<sup>5</sup> The social science elective may be selected from the economics, geography, history, political science, psychology, or sociology (includes anthropology) courses listed on page 54.