

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: Transfer is **not** the primary purpose of an A.A.S. program, but NOVA 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
¹ 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
² PED	116 Lifetime Fitness & Wellness	1
SDV	Elective	<u>1</u>
	Total	17
2nd Semester		
BUS	125 Applied Business Mathematics	3
BUS	200 Principles of Management	3
BUS	201 Organizational Behavior	3
³ ENG	112 College Composition II	3
MKT	201 Introduction to Marketing	<u>3</u>
	Total	15
3rd Semester		
BUS	280 International Business	3
MKT	228 Promotion	3
MKT	282 Principals of eCommerce	3
⁴ SPD	110 Intro. to Speech Comm.	3
⁵ ___	Social Science Elective	3
___	Foreign Language	<u>3</u>
	Total	18
4th Semester		
MKT	215 Sales & Marketing Mgt.	3
MKT	275 International Marketing	3
MKT	283 Social, Ethical & Legal Issues in eComm.	3
MKT	Elective	3
MKT	Elective	3
² PED/RPK	Elective	<u>1</u>
	Total	16

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.

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

² 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.

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

⁴ SPD 227 or 229 may be substituted.

⁵ The social science elective may be selected from the social/behavioral sciences courses listed under General Education Electives.