New International Marketing Degree

The goal of preparing students today for industry needs tomorrow is reflected in the announcement of a new International Marketing degree to begin this Spring Semester. This new degree is offered through the Marketing Program, Division of Business & Public Services, at the Annandale Campus.

The International Marketing degree 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. Graduates may seek careers with the Federal Government or private industry.

In the 21st century, international marketing is proving to be of every-increasing importance to companies of all sizes and to the economies where they are located. Key factors driving this include major technological advances, lowered communications costs, the emergence of e-commerce, continued lowering of trade barriers, and the increasing globalization of business.

For additional information on degrees offered by the Marketing Program, contact Katherine Olson, program head, at X3167 or refer to the program Web page: www.nvcc.edu/home/kolson

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Marketing Program X3167