



1. Title: **International Trade Marketing & Management**

2. Summary of Goals—Learning Outcomes:

At the completion of courses for an International Trade Marketing and Management major at Golden West College, successful students should:

- Be able to assess the impact of “globalization” of products and markets as well as the various opportunities and challenges it presents for a firm engaged in international business.
- Be able to measure the advantages and disadvantages of various entry strategies firms can utilize based on their company’s organizational capabilities, their products or services, their markets and their customers.
- Be able to appraise the firm’s characteristics and their marketing mix, product, price, placement and promotion, against external environmental dynamics such as cultural, economic, competitive and legal and political forces, technology levels, and geographic infrastructure.

3. Course Listing (20 total units):

Required Courses:

Management G183	International Payment and Collection	1.5 units
Management G184	Mexico & NAFTA	1 unit
Management G190	Import Export Procedures	3 units
Marketing G180	Survey of International Trade	3 units
Marketing G185	International Marketing	3 units
Marketing G186	International Trade & the Internet	0.5 unit
Management G110	Management Elements	3 units
Management G172	Global Logistics & SCM	3 units
Management G140	Organization & Professional Values/Ethics	2 units

Required Subtotal:	20 units
Completion of GE Requirements:	21-41 units
Additional Electives (as needed to reach 60):	
Degree Total	<u>60 units</u>