

Global Marketing

The Global Marketing Specialization confronts the issues and pitfalls organizations face when attempting to formulate viable marketing strategies across global lines. Courses will emphasize knowledge and skills as they relate to uncovering global opportunities and developing effective campaigns.

Companies lose valuable time and irreplaceable opportunity orienting themselves to new markets and conditions. MIM graduates who specialize in global marketing will make immediate and significant contributions to successfully entering new markets with the right product for the right niche, at the right price, at the right time.

There are no magic formulas, but MIM's Global Marketing specialization provides you frameworks with a proven track record and the international outlook you need to:

- Identify target markets
- Adapt products to niche markets
- Position the same product in diverse markets
- Orient the company's brand to a new market
- Spot the trends in emerging markets

This specialization also prepares you with the written and verbal presentation skills to educate your company and directors about successful global marketing.

If you find yourself drawn to the creative challenges of international marketing, you will get the expertise you need to succeed in this demanding field.

Global Marketing specialization courses required are:

MIM 515 Global Marketing Management

(This course is part of the core curriculum for the MIM program.)

(Required for Specialization)

MIM 575 Marketing in Asia & the Pacific Rim

This course focuses on the practice of marketing in Asian markets. The course emphasizes developing the students understanding of customer preferences, competitors & competitive practices, distribution & promotion channels, and pricing practices typically found in Asia. The class introduces students to “best practice” learning acquired by successful companies competing in Asian markets. Students are expected to develop a business plan that could be executed in an Asian market and develop insights on how that plan can be best implemented.

(Pick one of the below courses for Specialization)

MIM 545 Global Selling & Distribution Management

This course focuses on helping students develop an understanding of Asian company purchasing and channel management practices and buyer behavior, and then link that understanding to the development of effective selling and distribution strategy and implementation skills. The course emphasizes the development of effective selling skills in a business-to-business environment and an understanding of effective sales management strategies and activities. The integration of sales automation technology and e-business are discussed.

MIM 510 Global Entrepreneurship

Global Entrepreneurship is for those grounded in business basics and committed to international careers. The course is devoted to developing the skills needed to identify and evaluate market opportunities for new ventures and to writing business plans attractive to stakeholders: employees, partners, investors and customers. It also provides training in the rudiments of investor-side business evaluation techniques.



Graduate Business Programs