

# Online Executive Certificate in Global Marketing



## Truly Global Focus. Truly Global Delivery.

Thunderbird Online's facilitated online professional development programs provide you with a comprehensive education in core global business concepts to broaden your global mindset, sharpen your global skills, and enhance your marketability.

## Why Thunderbird Online:

- World-class continuing education from Thunderbird, the world's #1 ranked school in international business
- Professional development on your schedule with 100% online content
- Access to the highest quality academic experience with no related travel expense



## Enhance your global skill set

Thunderbird Online's facilitated professional development programs are designed for busy professionals around the globe including:

- **Working Professionals:** Improve your marketability in today's competitive global marketplace
- **Experienced Executives:** Further expand your knowledge in a specific global business focus area

## CERTIFICATE DETAILS

Get a world-class global education. Anytime, anywhere.

### Tuition cost (USD)

\$1,980 per course  
\$4,752 per 3-course track (a 20% savings)  
Corporate pricing available for groups of three or more.

### Course credit

1.5 Continuing Education Units per course  
4.5 Continuing Education Units per executive certificate

### View the demo

Experience the certificate programs at:  
[online.thunderbird.edu/demo](https://online.thunderbird.edu/demo)

### Participant testimonial

*"The Executive Certificate in Global Marketing helped me understand the international aspects of marketing strategy and apply them to my work. The instruction and assessment methods were practical, engaging, and helpful. I sincerely appreciate having this opportunity to take these classes and learn from them."*

Register today at [online.thunderbird.edu/marketing](https://online.thunderbird.edu/marketing)

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A unit of the Arizona State University Knowledge Enterprise

# Executive Certificate in Global Marketing Learning Objectives

Effective marketing on a global scale takes more than a traditional marketing strategy, analysis, and approach. It takes a keen understanding of cultural differences and a broad perspective on how to set your organization's products or services apart in the global marketplace. This certificate is designed to provide you the background knowledge, tools, conceptual understanding, and hands-on skills to succeed in the world of global marketing. The three-course online certificate program consists of:

## Global Marketing Strategy Essentials:

- Recognize how the stages of a country's development influence your organization's business model and marketing decisions.
- Observe the ever-changing global landscape and trends, and how that will influence your organization's ability to implement a global action plan.
- Identify market segments, customer profiles, and global segments that may exist by evaluating profitable global customers for your organization.

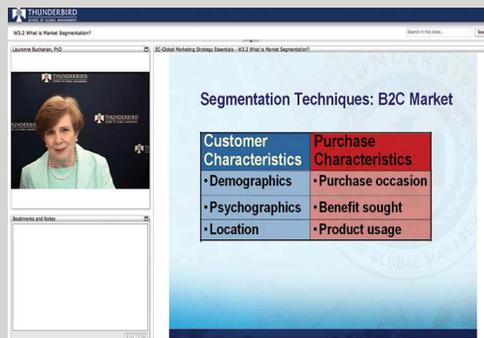
## Advanced Global Marketing Strategy:

- Differentiate between the various types of international marketing strategies to determine the best organizational strategy.
- Identify the factors that are required to position a new or existing global market.
- Develop measures and metrics to evaluate marketing effectiveness, global strategy, and enhanced performance.

## Thunderbird Online Elective Course

- Complete your Thunderbird Online Executive Certificate with our wide array of elective courses.

## Comprehensive content. Dynamic delivery.



Thunderbird Online's learning platform provides you the increased functionality necessary for an immersive online learning experience.

### What to expect:

- Learning objectives and weekly course material to ensure success throughout the 8-week or 24-week program
- Lecture capture software to promote visual learning and reinforce course content
- Facilitated discussion forums to promote conversation and global networking with fellow participants
- Multimedia interactive activities provide a unique hands-on learning experience
- Case studies to reinforce course material and enhance your learning experience



## Certificate format

Each 8-week online course consists of:

- 2 - 3 hours of content per week
- Video lectures & podcasts
- Case studies & vignettes
- Interactive, multimedia activities
- Quizzes & checkpoint questions
- Facilitated discussion forums
- Global networking opportunities
- End-of-course assessment

## Certificate faculty



The Global Marketing Strategy Essentials course was developed by Thunderbird Professor Lorraine Buchanan, Ph.D. Dr. Buchanan is the Academic Director of Thunderbird's modules abroad in the full-time MBA programs. She is an expert in international marketing, channel management, and customer satisfaction and global value measurement.



The Advanced Global Marketing Strategy course was developed by Thunderbird Professor Sundaresan Ram, Ph.D. Dr. Ram is a world-renowned international marketing strategist. He is a well-published author of technical reports and book chapters, and his research has appeared in top academic and professional journals in the field.

## About Thunderbird

Thunderbird is the world's #1 ranked school of international business with nearly 70 years of experience developing leaders with the global mindset, business skills, and social responsibility necessary to create real, sustainable value for organizations, communities, and the world.

Learn more: [www.thunderbird.edu](http://www.thunderbird.edu)

Ranked Among the Top Open Enrollment Programs Worldwide.  
— Financial Times 2015



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