

BACCALAUREATE COUNCIL
Third Meeting/2018-19 Academic Year
November 8, 2018

SECTION B – Recorded, but further approval needed before inclusion in the Undergraduate Catalog

p. 1 of 1

COLLEGE OF BUSINESS

Department of Marketing

BOT Other Catalog Change Undergraduate Catalog

International Marketing (9)

The certificate is designed for all majors who wish to have a certificate in international marketing. The certificate will prepare students to understand the role of global business within a marketing framework and requires students to participate in a study abroad experience.

The certificate of undergraduate study in international marketing is open to all NIU students. Students must maintain good academic standing within the university, achieve a minimum of a C in each course applied toward the certificate, and complete all certificate work within a period of four calendar years. Marketing courses used to satisfy the requirements for the certificate may also be applied toward an undergraduate degree in marketing. Some courses may have prerequisites that are not part of the certificate curriculum. Students are encouraged to pursue their study abroad experience early in their academic career if possible.

Students interested in the certificate should contact the ~~advisor~~ ~~advisor~~ prior to the beginning of their last semester, but preferably upon completion of MKTG 295 for planning purposes. Applications will be accepted during the semester of enrollment in the last courses to complete the certificate.

Required courses

MKTG 367 - Principles of Global Marketing (3)

MKTG 467 - Global Marketing Management (3)

One of the following (3)

MKTG 387 - International Study in Marketing (3)

MKTG 410 - Professional Selling and Cultural Perspectives (3)

MKTG 415 - Global Selling Perspectives (3)

An NIU sponsored study abroad experience with departmental approval (3)