



## Truly Global Focus. Truly Global Delivery.

### Executive Certificate in Global Marketing

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:

#### APPLIED MARKETING STRATEGY

- 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.

#### INTEGRATED MARKETING BRAND 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.

#### 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

3 Continuing Education Units per course  
9 Continuing Education Units per  
executive certificate

#### VIEW THE DEMO

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

#### CERTIFICATE FACULTY



The Applied Marketing Strategy course was developed by Thunderbird Professor Lauranne 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 Integrated Marketing Brand 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.

# Comprehensive curriculum. Quality instruction.

## 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.

## CERTIFICATE FACULTY

Thunderbird's faculty are recognized for their innovative teaching methods, global best business practices, ground-breaking research and commentary, and viewpoints on all aspects of international business.

## 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

### 🌐 POTENTIAL DEGREE CANDIDATES:

Get a sample of the top-ranked Thunderbird degree curriculum



## 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

## 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."*

## Certificate Format



### Coursework and learning objectives:

Each weekly course segment clearly indicates the week's specific learning objectives, interactive activities, video lectures, and case studies.



### Lecture capture software:

Thunderbird faculty lectures and presentations reinforce your weekly learning material.



### Interactive multimedia activities:

Interactive activities are designed to provide you with a hands-on approach to strengthen your understanding of the course material.



### Case studies:

Intensive case analyses enable you to apply the concepts learned to real-life examples.



### Facilitated discussion boards:

Forums are facilitated by subject matter experts and are designed to promote discussion with your fellow global business professionals.



**Quizzes and assessments:** Online quizzes and checkpoint questions help to determine your understanding of the course material.

## 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)



A unit of the Arizona State University Knowledge Enterprise



## Syllabus

### Course 1: Applied Marketing Strategy

#### Week 1: Course Overview

- Understand marketing as it relates to developing relationships and identifying customer needs.
- Identify what global marketing is and understand the nature of the customers, competitors, and value chain members.
- Distinguish what a situation analysis is, and how to adapt to the customers needs.

#### Week 2: Understand Your Company

- Understand how to analyze a company to understand its market.
- Differentiate between emerging, developing, and mature markets.
- Explore how different business models affect marketing decisions.

#### Week 3: Identify Your Customers

- Understand what marketing segmentation is by identifying commonalities within a group of people and determining how they respond to the marketing program.
- Develop a 360-degree customer profile as it relates to a successful marketing program.
- Learn how to identify profitable customers.

#### Week 4: Understand Your Customers

- Understand the customer decision-making process.
- Clarify how the customer experience impacts marketing decisions.
- Identify the primary value drivers for market segments.
- Interpret how cultural differences impact the customer decision-making process.

#### Week 5: Develop a Competitive Difference

- Analyze industry attractiveness through the product life cycle and Porter's five forces of competition.
- Identify different levels of competitive sets.
- Distinguish different competitive strategies and how to find the best strategy for your organization.
- Develop a marketing audit, and create a positioning map.

#### Week 6: Select the Right Partners

- Define the process of how to identify and select channel partners.
- Explore the role of potential channel partners in your marketing strategy.
- Determine strategies for motivating your channel partners.
- Evaluate the performance of retailers in creating value for your customers, and a competitive advantage for your product.

#### Week 7: Leverage Country Differences

- Identify relevant country climate trends influencing your company's operations in a new market.
- Access resources for understanding various country climates or environmental factors.
- Analyze the effect these factors have on a company's ability to manage its relationships with customers, competitors, and value-chain members.
- Conduct a country climate/environmental analysis to strategically impact global marketing decisions.

#### Week 8: Use the Situation Analysis to Inform Marketing Decisions

- Complete a SWOT analysis by compiling the internal analysis with the external environment.
- Develop a marketing objective, strategy, and positioning statement.
- Use the situation analysis to identify key external opportunities and threats.
- Evaluate potential strengths and weakness of alternative marketing decisions.



## Syllabus Course 2: Integrated Marketing Brand Strategy

### Week 1: Choosing Your International Marketing Strategy

- Differentiate between types of international marketing strategies.
- Understand how integration and responsiveness drives the decision-making process toward a marketing strategy.
- Leverage PESTE factors when making marketing decisions.

### Week 2: Positioning Your Product or Service in the Market

- Identify the factors required to position a product in the market.
- Learn how to create a positioning map by identifying a target market.
- Determine relevant attributes of your product or service as it relates to the target market.

### Week 3: Conducting a Break-Even Analysis

- Identify the difference between fixed and variable costs.
- Calculate unit contribution margin, break-even volume and time to break-even.
- Use break-even analysis to support your decision-making through analyzing a case study.

### Week 4: Leveraging Sales Forecasts and Transfer Pricing

- Estimate annual sales and profitability using sales forecasts.
- Prioritize the order of market entry based on sales and profit estimates.
- Understand the critical role of transfer pricing in international markets.

### Week 5: Services Marketing

- Provide a definition of services and contrast them with products.
- Understand the role of services and how they evolve in an economy.
- Identify the unique characteristics of services and service marketing, which have a direct impact on how those services are managed.

### Week 6: Evaluation Metrics for Services, Part 1

- Identify the metrics used to evaluate services.
- Understand the key linkages and relationships between these metrics.
- Develop measures and metrics to evaluate operational effectiveness of a service business.

### Week 7: Evaluation Metrics for Services, Part 2

- Develop measures and metrics to evaluate marketing effectiveness and strategy of a service business.
- Evaluate performance of a service business by establishing measures and metrics.
- Understand market segmentation as it relates to your global market strategy.

### Week 8: Overcoming Gaps in Services

- Discuss the services gap model as it relates to customer service and expectations.
- Identify the four critical gaps in a service business.
- Employ effective strategies to overcome each identified gap.



## Syllabus Course 3: Elective Course

### Elective Course Options

- Principles of CSR & Sustainability
- Strategic Applications of CSR
- Corporate Environmental Sustainability and Innovation
- Applied Financial Management
- Multinational Financial Management
- Global Marketing Strategy Essentials
- Advanced Global Marketing Strategy
- Cross-Cultural Communication
- Dynamics of Global Negotiations
- Managing Conflict with a Global Mindset
- Essentials of International Credit & Trade Finance
- Advanced International Credit & Trade Finance
- Certificate in Social & Voluntary Sector Leadership
- Certificate in Business Analytics
- Certificate in Supply Chain Management