

## **MASTERS IN SCIENCE IN \_\_\_\_ MANAGEMENT**

### **Program Name: Master of Science in International Marketing Management**

Academic Department: Administrative Science

Program Director/Coordinator: Dr. Kip Becker

Date approved by department/program faculty: October 4, 2013

#### **1. Learning Objectives:**

Students graduating with a degree in international marketing management are expected to:

1. Have acquired specific marketing skills building on the basics to include web design, Search Engine Optimization (SEO), Search Engine Marketing (SEM), Email Marketing, Pay-Per-Click (PPC) and master related marketing concepts such as social media marketing, reputation management and data analytics that can help update marketing.

2. Have developed the skills and abilities necessary to operate globally with an understanding of cultural differences, global marketing and research strategies and regional adaptations.

3. Have obtained the skills necessary to design websites, optimize them and engage in a broad range of innovative marketing techniques.

4. Have knowledge and expertise of international marketing and management that enables them to successfully compete in the global economy

5. Understand and analyze a variety of socioeconomic environment and formulate competitive marketing strategies

6. Be able to perform sophisticated market research and analysis by applying a broad range of innovative marketing techniques and analytics to seize major market opportunities