



*Internal Certificate*      **2009-2010**

**Marketing  
Kenosha Campus**

**INTERNATIONAL TRADE  
CERTIFICATE  
(90-104-3)**

**14 Credits**

- The international Trade Certificate is a short-term marketing certificate, which prepares a student to be an INTERNATIONAL marketer.
- Courses can be applied toward an associate degree in Consumer Marketing or Business-to-Business Marketing.

**REQUIRED COURSES**

<b><u>Course Number</u></b>	<b><u>Course Title</u></b>	<b><u>Credits</u></b>
104-101	Marketing Principles	3
104-194	International Marketing	3
102-156	International Business	3
104-196	Export Techniques I Documentation/Payment	2
102-158	International Business Cultures	2
103-125	Web Page Development	1
	<b>OR</b>	
103-138	Front Page – Beginning	<u>+ (1)</u>
		14

NOTE: Students must complete a certificate program with a minimum of a 2.0 Program GPA.  
NOTE: Prerequisites can be waived with departmental approval.