



ADVANCED BUSINESS CERTIFICATE (ABC) MARKETING FOR GLOBAL COMPETITIVENESS

The **Marketing Department** offers an Advanced Business Certificate for business professionals who are interested in careers in the areas of *global marketing strategy and planning* and *management for global brands*. Our courses investigate cultural, political, economic and institutional factors for firms competing in the world's developed and emerging markets. We require participation in at least one Marketing Travel Abroad course which involves travel to, for example, China, India, or Brazil. Students have the opportunity to complement their marketing courses with a global elective in the area of business law, finance, operations management, or management.

Eligibility and Application Process

To qualify for admission to the ABC-Marketing Intelligence program, the applicant must have an undergraduate degree and are working professionals in the area of Marketing. Advanced Business Certificate (ABC) applicants may apply to the program at any time during the year. Apply online at

<http://www.business.uconn.edu/abc>

Locations: UConn School of Business in Hartford, Stamford, and Waterbury

Course Requirements

Market-Driven Management (MKTG 5115; Prerequisite for all Marketing courses)

Marketing for Global Competitiveness (MKTG 5625)

Marketing Travel Abroad (MKTG 5894)

One ADDITIONAL **MARKETING Elective** from: Market Research and Information Systems (MKTG 5250); Customer Relationship Marketing (MKTG 5220); Strategic Brand Management (MKTG 5894); Integrated Marketing Communications (MKTG 5640); Digital Marketing (MKTG 5665); and New Product and Innovation Management (MKTG 5230).

One ADDITIONAL **GLOBAL Elective** from: Marketing Travel Abroad (MKTG 5894); International Law (BLAW 5894); Global Supply Chain Management (OPIM 5894); Global Financial Management (FNCE 5205); International Business (MGMT 5640).

Schedule of courses is available at <http://www.business.uconn.edu/pmba>

Additional Information is available at <http://www.business.uconn.edu/abc>, or contact the MBA Program Office in Hartford at 860.728.2400; Stamford at 203.251.8440, or Waterbury at 203.236.9935.