

BACHELORS OF BUSINESS ADMINISTRATION IN **INTERNATIONAL MARKETING**

Program Description

The Bachelor of Business Administration in International Marketing program prepares professionals for a career in Marketing with a foundation in principles of business such as finance, statistics, accounting, management and more. It covers general business principles and marketing practices in order to prepare the students in a career in the field.

Students develop skills in problem solving, marketing processes, decision making and marketing decision making.

Our Objective

The main objective of the Bachelor of Business Administration in International Marketing program is to educate students to become successful and strategic international marketing professionals capable of understanding and managing the demands of today's global business environment.

Our curriculum is designed to bring the student to the real world of marketing: frame it in its relevant environment and fundamental aspects, in order to develop the student's capacity to generate business ideas and solutions to identify and satisfy consumer needs in a global context.

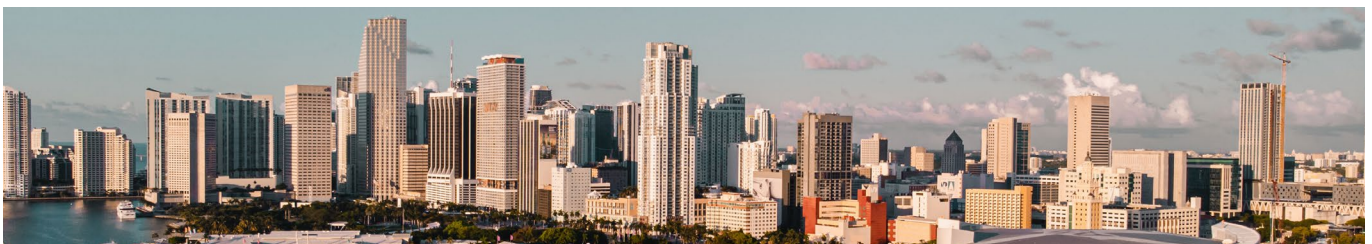


- A** **General Education**
(30 credit hours)
- B** **Business Core**
(30 credit hours)
- C** **Major Courses**
(51 credit hours)
- D** **Area of Concentration**
(9 credit hours)

Licensing

Cesar Vallejo College is licensed by the Commission for Independent Education, Florida Department of Education.

Additional information regarding this institution may be obtained by contacting The Commission for Independent Education at 325 West Gaines Street, Suite 1414, Tallahassee, FL 32399-0400, toll-free number (888)224-6684.



Career Prospects

Graduates of the Bachelor of Business Administration in International Marketing are prepared to enter the workforce and take advantage of a multitude of career opportunities. Prospects for success in the Marketing arena grow as the world shrinks due to technology and globalizations.

Marketing professionals are expected to continue to be essential as organizations seek to maintain and expand their market share as they are needed to plan, direct, and coordinate advertising and promotion, as well as to introduce new products into the marketplace.

Affordability

CVC provides financial assistance to students who need help paying tuition and fees.

Scholarships

The CVC Scholarship covers up to 50% of tuition. Any student attending CVC, maintaining a minimum GPA of 3.0 and a maximum student and/or family income of \$60,000 per year is eligible. The student can receive scholarships up to four years.

Monthly Payment Plan

The CVC Monthly Payment Plan is designed to assist students by facilitating monthly installments of monies owed to CVC. The plan covers 100% of tuition and fees. No minimum number of credits are required. Financed at 0% for a term of up to four years, not to exceed 48 payments.



Admission

To be admitted to the Business Administration in International Marketing program, applicants must submit proof of eligibility for admission:

- ◆ Submit a completed CVC Admissions application
- ◆ Pay a \$50 non-refundable application
- ◆ Pay Tuition and Fees by deadline
- ◆ Submit a High School Diploma or a GED
- ◆ Submit a copy of High School or GED Transcripts
- ◆ Submit a valid government issued picture ID
- ◆ If student is under the age of 18, they must secure Parent/Guardian signature
- ◆ Complete the Cesar Vallejo College Placement Exam
- ◆ Online students must have access to the Internet.

Transfer Students

For students wishing to transfer from another college, credits will be accepted if these courses are comparable to courses offered at CVC and are subject to approval. Transferred credits may not exceed 75% of the program's total number of credits.

Students must:

1. Complete all steps of the Admissions Process, including payment of non-refundable application fee.
2. Request that Registrars of previously attended colleges send official sealed transcripts directly to CVC.
3. Upon request, provide course syllabus or a college catalog for use in the evaluation of courses.
4. Achieve a grade of 2.0 or better.
5. Pay appropriate fees.

PROGRAM OUTLINE



Course Outline

Along with General Education courses you will be taking the following:

Business Core

(10 Courses, 3 credits each)

- ◆ Principles of Project Management
- ◆ Principles of Management
- ◆ Fundamentals of Marketing
- ◆ Fundamentals of International Business
- ◆ Financial Accounting
- ◆ Lineal Statistics and Modeling
- ◆ Sales Management
- ◆ HR Management
- ◆ Managerial Accounting
- ◆ Global Supply Chain Management

Areas of Concentration

(3 Courses, 3 credits each)

Electives: Business Analytics

- ◆ Introduction to Modeling
- ◆ Data Visualization and Communication
- ◆ Forecasting

Electives: Digital Entrepreneurship

- ◆ Digital Business Models
- ◆ Digital Entrepreneurship Process
- ◆ Platform Strategies

Electives: Customer Centric Innovation

- ◆ Innovating Consumer Experiences/Journey
- ◆ Content Marketing
- ◆ Psychology of Persuasion

Major Courses

(17 Courses, 3 credits each)

- ◆ Strategic Pricing
- ◆ Personal Branding
- ◆ Multivariate Statistics
- ◆ Marketing Analytics and Decision Making
- ◆ Cross Cultural Consumer Behavior
- ◆ Digital Marketing and Social Media
- ◆ Strategic Segmentation and Positioning
- ◆ Insights and Marketing Intelligence
- ◆ Brand Architecture and Development
- ◆ Cross Cultural Advanced Communication Strategies
- ◆ Strategic Innovation and New Product Development
- ◆ International Business Simulation
- ◆ Systems Dynamics and Problem Solving
- ◆ Introduction to Artificial Intelligence and Machine Learning
- ◆ Marketing Research Project
- ◆ International Marketing
- ◆ Retailing and Trade Marketing: A Multinational Approach

LEARN MORE



REQUEST A CONSULTATION

Admissions@cvallejocollege.com
 11410 NW 20th Street Suite 100
 Miami, Florida 33172
 +1 (786) 347-7427

Cesar Vallejo College is an equal access/equal opportunity institution and does not deny admission or discriminate against students enrolled at the institution on the basis of race, creed, marital status, veteran's status, sexual orientation, religion, color, sex, age, disability or national origin.