



THUNDERBIRD
SCHOOL OF GLOBAL MANAGEMENT

Thunderbird
International Business
Certificate Programs
2007 - 2008

International Marketing

Executive Certificate Program

THUNDERBIRD

Founded in 1946, Thunderbird School of Global Management is the world's leading source of international business education and a pioneer in this field. With its more than 60-year legacy, Thunderbird consistently ranks among the best in global business education and remains among the top business schools worldwide. For the 11th consecutive year, Thunderbird has been ranked the #1 Graduate Program in International Business by *U.S. News & World Report*, #1 in International Business by *The Wall Street Journal/Harris Interactive 2006 Business School Survey* and #1 in International Business by *Financial Times*.

Based in Glendale, Arizona, Thunderbird operates overseas facilities and business partnering programs in Europe, Russia, Asia, North America and South America.

Ranked #1 in International Business by *Financial Times*, *The Wall Street Journal* and *U.S. News & World Report*

Hurry! Monthly Classes Fill Quickly.

- 800-605-5278
- Intl. +1 813-612-4295
- ThunderbirdGlobal.com

Master the Skills for Global Marketing Success

In today's dynamic global marketplace, change is constant. If you're going to stay ahead, you need the unique qualifications of a global player. Now you and your company can get the edge you need and achieve "truly global" success with Thunderbird's international business certificate programs – 100% online. No other open enrollment international marketing program, online or on campus, offers this kind of global perspective on everything from customer behavior to international brand strategies.

GAIN COMPETITIVE ADVANTAGES FOR A CHANGING BUSINESS WORLD

In just three courses you can earn your **Executive Certificate in International Marketing** from Thunderbird and discover powerful tools and techniques to handle the marketing demands of today's international business environment.

You'll Learn How to:

- Understand and forecast market demand
- Utilize interactive marketing
- Approach global segmentation, targeting and positioning
- Address challenges to global product development and branding

LEARN PROVEN TOOLS AND TECHNIQUES OF INTERNATIONAL MARKETERS

Thunderbird's Executive Certificate in International Marketing demonstrates your commitment to excellence and provides skills you can apply immediately. The flexible online format is ideal for working professionals who want to rapidly and effectively increase international business skill sets and professional success through an improved cross-cultural understanding of people, products, marketing and international currency. With Thunderbird's ever-evolving curriculum and renowned faculty members, you'll tackle the issues and challenges confronting today's global landscape.

"With a travel schedule that doesn't allow me to take part in traditional programs, I've found the perfect one! Thanks for the continued forward thinking in the Thunderbird International Management and International Marketing certificate programs."

*John M. Mayer, President & CEO
LeaseForce International, Inc.*

EXECUTIVE CERTIFICATE IN INTERNATIONAL MARKETING

As the evolution of technology has led to an ever-shrinking, increasingly competitive global marketplace, marketing has become one of the most critical disciplines in business.



ADVANCED CERTIFICATION

Figure 1

Students receive their Executive Certificate in International Marketing after completing the following three eight-week courses:



Whether you are engaged in, or aspiring to, the marketing profession, this program will give you a comprehensive understanding of the art and science of global marketing containing insights and specific tools derived from the modern marketing world. Successful students will learn how to implement strategies for global success and be well positioned for advancement in this exciting and growing field.

Program Benefits

- Gain an increased understanding of the role and function of the marketing manager and of decision-making processes in today's rapidly changing global market
- Understand how to develop and implement an effective global marketing strategy
- Learn to create and manage a brand strategy in the global arena
- Develop practical tools to help position your organization for global success
- Acquire more global leadership skills

Who Should Enroll?

Business professionals who wish to achieve "Truly Global" success. No matter where you come from, at Thunderbird, we speak your language. Our uniquely flexible online programs, combined with an unmatched global business education, ensure you're fluent in the language of international management, no matter where in the world you do business.

EXPERIENCE AN UNMATCHED ONLINE CLASSROOM

Our online classroom is second to none! It's dynamic, interactive and multimedia driven. You'll interact with fellow students and instructors in real time on message boards, in online chat rooms and via email – it's just like being in the classroom, live, on the Internet.

Communicating with professors during virtual office hours and viewing leading industry experts via streaming video make learning faster than in the traditional classroom setting. You'll do everything online in your own time, so you can work full time and continue your education, impacting your company's bottom line in a very positive way!

UNPARALLELED FEATURES

- Virtual classroom that's better than live
- Professor-led classes through online streaming video
- Chat rooms and message boards for rich, real-time interaction with professors and students alike
- Ability to study anytime, anywhere
- No required login times – 24/7 access
- Multimedia access – not a book-in-a-box, go-it-alone program

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THUNDERBIRD — TRAINING THE WORLD

Each year, Thunderbird trains more than 6,000 business professionals across the globe – making it a truly global education provider. The school's International Executive Certificates are designed to deliver knowledge and expertise from the top leaders in international business education. These programs focus on both the “hard” and “soft” skills proven international leaders use in order to prepare business professionals and their organizations for the extreme demands of today's global business environment.

MARKET SUCCESSFULLY BY THINKING GLOBALLY!

Thunderbird's **Executive Certificate in International Marketing** is designed to help professionals become highly effective international marketers and enhance their organization's global competitiveness by focusing on both the “hard” and “soft” business skills that proven international marketers use.

The Executive Certificate in International Marketing provides students with tools and techniques from experienced business leaders and explores global trends and contemporary issues affecting, and affected by, international marketing.

Each eight-week course contains up to 16 hours of streaming video presentation, independent exercises and mastery exams and can be taken individually or as part of the executive certificate program.

Global Marketing Strategy

An effective marketing strategy is the key to developing and maintaining success. This course gives students a practical managerial orientation to the topic of international global business environment.

What You'll Study:

- The Domain of Global Marketing
- Historical Perspectives, Trends, Contemporary Issues
- Strategic Marketing Fundamentals
- Segmentation, Targeting and Positioning
- Global Segmentation
- Quantitative Analysis in Marketing
- Market Entry Evaluation
- Customer Behavior/Analysis

Global Marketing Management

Developing a global marketing strategy is one thing. Making it a practical, successful reality is another. This course builds on *Global Marketing Strategy*, focusing on the major tactics and tools used by international marketers to facilitate the management of their global marketing plans.

What You'll Study:

- Analytical Tools in Global Marketing
- International Marketing Research
- Forecasting Market Demand
- Global Product Strategy
- Global Marketing Communications
- Global Pricing Strategy
- Global Channels Strategy

Global Brand Management

The concept of “brand” is one of the most emphasized topics in marketing today. Building and managing a successful brand in the international arena is potentially the most challenging and rewarding endeavor an organization can undertake. In this course, students will explore brand-product strategies and learn the key steps of the analytical process to help grow a brand.

What You'll Study:

- Global Product Development
- Global Services Marketing
- Global Branding

THUNDERBIRD FACULTY

The Executive Certificate in International Marketing is taught by Thunderbird's renowned faculty who are recognized for innovative teaching methods, global best business practices and groundbreaking research, as well as commentary and viewpoints on the global business scene.

Rich Ettenson, PhD

Dr. Ettenson is Associate Professor of International Marketing, Department of World Business at Thunderbird. His expertise includes international marketing strategy, global branding, consumer behavior and the effect of marketing mix variables on consumers' decision making. Prior to joining Thunderbird, Dr. Ettenson served on the faculties of The Graduate School of Business at the University of Chicago, The University of Maryland, College Park and Georgetown University. He also served as an Associate Professor and Head of the Marketing Area in The School of Business at Bond University in Australia.

Sundaresan Ram, PhD

Dr. Ram is an Associate Professor of Marketing in the Department of Global Business at Thunderbird. Prior to joining Thunderbird in 1992, he was on the faculty at the University of California at Irvine, UCLA and The University of Arizona. He holds a PhD in Business Management (Marketing) from the University of Illinois at Champaign-Urbana (1985), an MBA from the Indian Institute of Management, Calcutta and a Bachelor's in Engineering (Metallurgy) from the Indian Institute of Technology, Madras. Dr. Ram is the Chair of the U.S. Western Region of the Academy of International Business. He is the multiple recipient of the Outstanding Professor Award for Teaching Excellence at Thunderbird and has been nominated on several other occasions.

R. Sukumar, PhD

Dr. Sukumar is a Clinical Professor of Global Business at Thunderbird School of Global Management, where he teaches Global Product Development, Customer Relationship Management, Data Analysis, Business-to-Business Marketing and Analysis for Strategic Marketing. Dr. Sukumar is also Vice President of Marketing Sciences at IPSOS, Inc., the second largest global market research company. Prior to Thunderbird, Dr. Sukumar has been on the faculty at the C.T. Bauer College of Business, University of Houston, and Jesse H. Jones Graduate School of Management at Rice University, where he taught in the Executive MBA and MBA program courses in Marketing Strategy, Business-to-Business Marketing, New Product Development, Marketing Research, Advanced Marketing Research, and Database Marketing.



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With more than 300,000 enrollments since its inception, the University Alliance Online is the nation's largest exclusive e-learning provider of degree and certificate programs from accredited universities. The University Alliance includes: Villanova University, University of Notre Dame's Mendoza College of Business, Tulane University's Freeman School of Business, Thunderbird School of Global Management, University of South Florida, Regis University, Florida Institute of Technology, The University of Scranton and Jacksonville University.

The University Alliance works with leading universities to transform their classroom curricula into dynamic online programs that offer you optimal learning experiences.

One simple call connects you to the broad range of benefits offered by the University Alliance. You will be assigned a program representative who serves as your contact for non-academic issues – answering questions about financial aid, helping you enroll in the next class and more. Technical support personnel and other professionals are also easily accessible every step of the way.

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CERTIFICATE PROGRAM TUITION

Executive Certificate in International Marketing

Take all three courses and receive your **Executive Certificate in International Marketing**. Earning an executive certificate demonstrates your solid understanding of international marketing and illustrates your career dedication to your peers and superiors.

Sign up for all three courses and receive a special tuition rate of \$4,995. That's \$945 off the regular tuition price of \$5,940 for all three courses individually.

International Marketing

Global Marketing Strategy	\$1,980
Global Marketing Management	\$1,980
Global Brand Management	\$1,980
TOTAL	\$5,940
Special Package: All three courses (a \$945 savings)	\$4,995

ACE Recommendation: Undergraduate, 3 semester hours for each eight-week course. The American Council on Education's College Credit Recommendation Service (ACE) has recognized Thunderbird's Executive Certificate in International Marketing as course material suitable for college credit recommendation. Continuing Education Units (CEUs): Earn 1.5 for each eight-week course.

WHAT TYPES OF DISCOUNTS AND ASSISTANCE ARE AVAILABLE?

Tuition Assistance

Your tuition cost may be covered by your company's tuition assistance program and may also be tax deductible. Consult your HR department and your tax advisor for more information.

Career Training LoanSM

SLM Financial, a Sallie Mae company, offers a comprehensive, flexible, low-cost loan product specifically designed to help working adults who enroll in an accredited distance learning undergraduate or graduate degree program or a certificate granting program. The SLM Financial Career Training Loan, with its quick application and approval process, will have you ready to enroll in the next available session. For more information on the SLM Financial Career Training Loan, contact a program representative today or fill out an online application.

Military Discount

Special discounts are available for active U.S. Military servicemembers. Please call for more information.



CORPORATE PROGRAMS

Unleash the Power of Your Organization

Establish a corporate training program today, and begin to see positive results in your organization immediately!

What You'll Get

A well-educated workforce equals corporate success. Along with saving your company valuable time and money, you'll provide your employees with the opportunity to learn the necessary skills to lead improvement initiatives that result in measurable sales growth, economic value, customer satisfaction and retention, and employee satisfaction and motivation. These skills will help increase your bottom line and create a streamlined work environment.

Start With a Pilot Program!

Register a group of your employees in one of our classes, and see how their newly acquired knowledge increases productivity and impacts your bottom line. This pilot program offers the following services to your organization:

- Special corporate pricing
- A unique online session with one of our experts to "kick off" the course
- A survey of employees after class to ensure quality and satisfaction
- An end-of-course review with corporate managers
- All employees will be in the same online class

Guarantee your staff's success with international business skills from Thunderbird School of Global Management! Getting started is easy. Contact us today for complete details.

A DIVERSE NETWORK

The University Alliance provides corporate education for these prominent firms, including:

- Accenture
- Agfa
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- Bell South
- Bethlehem Steel
- Boeing
- Chevron
- Cisco
- CSX Transportation
- Dell
- Deloitte Consulting
- EDS
- ExxonMobil
- General Dynamics
- General Electric
- General Motors
- Groton Utilities
- Halliburton
- HP
- IBM
- Ingersoll-Rand
- Intel
- Lockheed Martin
- Microsoft
- Motorola
- NASA
- PricewaterhouseCoopers
- Schlumberger
- Sprint
- United Technology
- U.S. Department of Energy
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