

Master of Science in International Marketing Program

Erivan K. Haub School of Business

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International Marketing MS (MIM) Learning Goals and Objectives

Knowledge of Functional Area: Students will know core concepts within each business discipline of accounting, finance, management, marketing, and information technology.

Strategic Thinking: Students will exhibit strategic approaches to complex industry-related problems and provide as well as evaluate alternative strategies.

Global/Diversity: Students will understand the challenges businesses face in a global economy, and the cultural issues firms must address to succeed in this environment.

Critical Thinking and Problem Solving: Students will be able to analyze business scenarios in an integrative way and make constructive recommendations for problem solving.

Communication Skills: Students will demonstrate competency in written and verbal communication aimed at facilitating, and reporting the results of, collaborative problem solving and decision making processes.

Ignatian Values/Jesuit Traditions: Students will be able to generate scholarship that embodies free, open inquiry, and provokes imaginative thinking and reflection on values.

Admissions Requirements and Procedures

- Applicants for admission must possess a baccalaureate degree from an accredited college or university. The applicant must submit the following:
- A completed application form, accompanied by a non-refundable application fee.
- Official transcripts indicating receipt of a baccalaureate degree from an accredited college or university.

- Official scores on Graduate Management Admission Test (GMAT) or Graduate Record Examinations (GRE); information is available for the GMAT at www.mba.com and for the GRE, www.ets.org/gre. Scores on the GMAT/GRE must have been taken within five years of the student's application.
- Two letters of recommendation, one from an employer and one from a former professor; if no prior employment, both letters may be from former professors, or if out of school for more than two years, both may be from the employer.
- Personal statement.
- Business résumé.

International applicants are no longer required to submit a credentials evaluation—transcript evaluations will be performed by Admissions staff. However, applicants already possessing a course-by-course evaluation of their transcripts are encouraged to submit this in place of original transcripts. For those who do not possess a course-by-course evaluation, an official record of all college and university academic studies and results of state and/or national examinations taken are required. Academic records must include the name of each individual course, the grade earned, and the grading scale used. Documents must be submitted in one's native language with an official English translation. The Graduate Operations Office performs all international credential evaluations. Foreign documents, credentials and transcripts must be official (sealed and sent directly from the institution). Only originals or photocopies officially stamped and attested by a school official (Registrar, Principle, or Controller of Examinations) are accepted. Faxes, scanned or notarized copies or copies attested by a department head cannot be accepted as official. All credentials submitted to the Graduate Operations Office become property of the University and cannot be returned.

Foreign applicants whose native language is not English are required to take the Test of English as a Foreign Language (TOEFL). Arrangements should be made by writing directly to TOEFL, Box 6151, Princeton, NJ, U.S.A., 08541-6151. Students already in the Philadelphia area who do not have a TOEFL score may be admitted following satisfactory performance on the English test administered at the ELS Center on the Saint Joseph's University campus. A minimum score of 550, internet based TOEFL 80, or 213 on computerized test on the TOEFL is required to take any courses in the MIM

Program. An official IELTS score of 6.5 or official PTE score of 60 is also acceptable. Qualified students who complete Level 112 at the ELS Language Center and receive a strong, positive letter of recommendation from the Center can begin their MIM studies without the official TOEFL score. Foreign applicants seeking an F-1 student visa must also supply a statement of financial support.

Transfer of Courses

Students may transfer up to six credit hours (2 courses) towards the M.S. degree from an accredited college or university, provided the students earned a grade of **B** or better.

Program Prerequisites

Students who have applied to the program and possess non-business undergraduate degrees are advised that under normal circumstances they must complete the following prerequisite courses prior to entering the program. Under exceptional circumstances, co-registration with specific MIM courses will be considered.

- Principles of Marketing (MKT 201) or Marketing Concepts (MKT 501)
- Financial Accounting (ACC 101) or Accounting Concepts (ACC 101EC)
- Introduction to Finance (FIN 200) or Financial Management (FIN 503)

Retention Policies

Grading, Probation, Dismissal, and Failure

The grading system in effect at SJU will apply to courses in the M.S. Program. Student advising will be the responsibility of the Program Director, but students' are encouraged to share their academic and career expectations with members of the faculty who teach in the program.

As per university guidelines for graduate study, students enrolled in the M.S. in International Marketing Program who receive a single grade of C or below for three (3) credit hours will be issued a warning letter. Students who receive a grade of C or below for six (6) credit hours will be placed on academic probation and will be so notified in writing by the Program-Director. Students receiving a grade of C or below for nine (9) credit hours will be dismissed from the program.

To graduate, students must fulfill all credit hour requirements for the M.S. degree. Each candidate for graduation must have at least a 3.0 cumulative GPA, no more than two grades below a **B**, and no **F** grades outstanding in order to be certified for graduation.

Retention Processes and Policies

Students enrolled in the M.S. in International Marketing Program have six years to complete their M.S. degree from Saint Joseph's University. Students have six years to complete the program.. Extensions beyond this limit may be made only with the recommendation of the M.S. Program Director, and only for unusual and serious circumstances.

Students who exceed the time limit to complete the M.S. in International Marketing Program will be dismissed from the program. Such students may reapply for admission into the program as new students and start the program with no credit from previous courses taken.

Graduation/Commencement Policies

Students must complete all course requirements prior to graduation. Upon petition to the Program Director, students may be permitted to take part in commencement exercises only after successfully completing at least **nine** (9) of the ten program courses.

Financial Assistance

A limited number of graduate assistantships are available to students who have been admitted into the program. In exchange for carrying out assigned duties in the Department, students receive tuition assistance as well as a monthly stipend. For more information, please contact the Director of the M.S. in International Marketing Program.

Fall Courses

MKT 612	Global Cultures and Consumers
MKT 614	International Marketing Research
MKT 616	Global Marketing Communications
MKT 618	International Product Development & Brand Management
	One Elective (500 level or above)

Spring Courses

MKT 613	International Channel Management
MKT 795	Seminar in International Marketing
MKT 770	International Marketing Study Tour
	Two Electives (500 level or above)

Master of Science in International Marketing Courses

MKT 612 Global Cultures and Consumers 3 credits

This course examines the basic concepts and principles in consumer behavior with the goal of understanding how these ideas can be used in marketing decision making. It approaches these phenomena within a global framework that emphasizes the importance of the cultural dynamics that influence the meaning of consumption and of consumer behavior around the world.

Prerequisite: MKT 501 or equivalent.

MKT 613 International Channel Management (3 credits)

An introduction to cycle of goods (the Channels) from the starting point of sourcing through to payment by the end-user, with a strong focus on the international aspects of moving goods. These core processes involve the traditional functional boundaries and encompass important activities such as information management; inventory flow scheduling and control; logistics-production coordination; international transportation systems operation and infrastructure; and customer service, order fulfillment, and distribution facilities management.

Prerequisite: MKT 501 or equivalent.

MKT 614 International Marketing Research (3 credits)

This course exposes the student to research methodology, and qualitative and quantitative data analytic methods that can be applied to marketing decisions. It addresses general and contemporary issues in consumer behavior, product development, pricing, promotion, and channels in the international marketing context.

Prerequisite: MKT 501 or equivalent.

MKT 616 Global Marketing Communications (3 credits)

An inclusive review of the various elements of Integrated Marketing Communications and how they are used to successfully engage customers including advertising, public relations, sales promotion, direct marketing, e-commerce, event planning, and sponsorships. Students will also explore the role of cultural differences, social-political issues, and global communications institutions in helping multinational organizations communicate with target audiences.

Prerequisite: MKT 501 or equivalent.

MKT 618 International Product Development and Brand Management (3 credits)

This course is designed to emphasize the interdisciplinary nature of complex problems in

developing and marketing products and services. Students will be exposed to a variety of planning concepts and tools that are available to managers to assist with the creation and management of products and services for the international market. In addition, this course examines brand equity and brand management from a global perspective.

Prerequisite: MKT 501 or equivalent.

MKT 795 Seminar in International Marketing (3 credits)

This capstone course builds upon the lessons and skills acquired in previous international marketing courses. It prepares the student to actively lead and/or support decision-making processes for international marketing operations. Bringing together marketing strategy and policy, the course reviews current topics in international marketing, such as branding, product and market development, channels of distribution, competition as well as cross-cultural perspectives on customer relationship management, intellectual property, ethics, and other contemporary issues.

Prerequisite: MKT 501 or equivalent and admission to the M. S. in International Marketing Program or permission of the instructor.

MKT 770 International Marketing Study Tour (3 credits)

This is a specifically designed tour to varying locations which offered students a unique opportunity to study international marketing and develop a better understanding of the global marketing environment: its dimensions, participants, trends, and opportunities. Students will also experience the cultural heritage, ambiance, and excitement of the world's great countries and cities.

Prerequisite: MKT 501 or equivalent and admission to the MS. in International Marketing Program or permission of instructor.

Inquiries

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