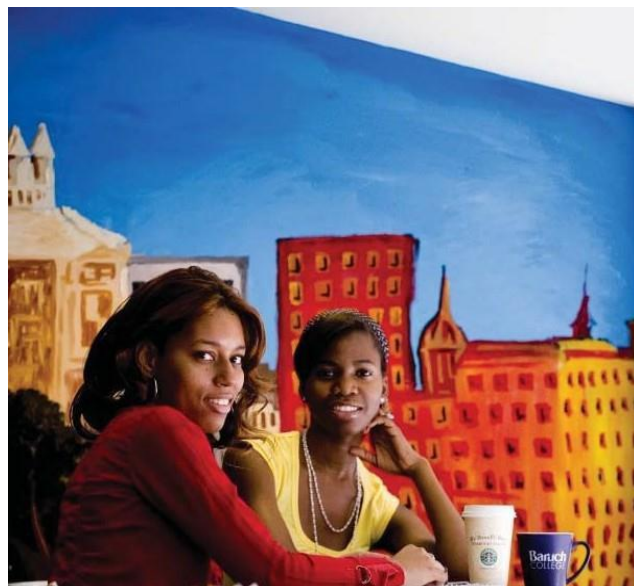


Marketing Track

This track offers Contemporary American Business Practices students the opportunity to focus on one of the most creative and dynamic industries in today's business world.

Companies around the world need to promote their services and products, increase sales, and manage their image.

The Marketing track is an interactive experience comprised of effective strategies to increase a company's competitive position through classes such as: Global Marketing, Brand Management and Customer Service.



<i>Term I</i>		<i>Term II</i>		<i>Term III</i>	
IEM0001	International Trade: Embarking on the Global Marketplace	MKT0008	Global Marketing	MK0047	Social Media Marketing
MGT0014	Business Statistics	MKT0039	Marketing Strategy	MGT0091	Live Business Study (Selected Topic)
FIN0001	Principles of Finance	MKT0001	Marketing For New Marketers	MKT0020	Building Your Brand
ACC0001	Financial Accounting I	CAB0002	Business Communication	CAB0003	Managing your Career
CAB0001	Communicating About U.S. Business And Politics	MKT0020	Building your Brand	MKT0035	Advertising