

00:00 (upbeat music)
00:03 - The global marketing concentration
00:05 focuses on how to access foreign market attractiveness,
00:09 formulate marketing plans
00:11 for global market entry and expansion
00:14 and device marketing strategies
00:16 in multiple areas of the world.
00:18 As technology brings us closer and closer together,
00:22 overcoming physical barriers of location,
00:25 being in a position to deliver marketing
00:27 to a global audience
00:29 is essential to many organization's success.
00:31 But marketing to global audiences comes with its challenges.
00:35 (soft music)
00:39 Studying global marketing concentration,
00:41 which focuses on marketing to international audiences
00:44 can give graduates a crucial advantage over others.
00:47 Here's a closer look at the many benefits
00:50 this concentration can give you
00:52 in our increasingly border-less economy
00:55 along with one course of study
00:57 that offers aspiring marketing leaders
00:58 an invaluable insight edge.
01:01 Specifically, the benefits offered including the followings,
01:06 the market expansion.
01:07 The most obvious way to grow is to grow your customer base.
01:11 Global marketing concentration
01:13 focuses on how to expand your customer base
01:16 all over the world.
01:18 Digital technology platforms and technology itself
01:21 makes it more feasible to reach global audience.
01:24 Second, it increases customer awareness.
01:28 The further you, your brand is recognized globally,
01:32 the stronger and more powerful
01:33 your brand's reputation becomes.
01:36 And third, the protection against local economy downturns.
01:40 If a local economy experiences ways of crisis
01:43 and your products and services have a hard time
01:46 turning the direction of the wind,
01:49 an overseas expansion can help your brand survive.
01:52 Even when you have hard time at your country, this program,
01:57 the skills that you gain from it can equip you
02:00 with the skills to overcome the economic downturn.
02:03 (soft music)
02:08 Unilever, Nike, Amazon, Apple, Tesla, Starbucks
02:13 are just a few examples of companies
02:15 which have excelled on international stage.
02:17 As internationalization increases,
02:20 companies that follow in their footsteps
02:22 will also be positioned to thrive.
02:25 Students can gain the agility and knowledge
02:27 to thrive in the roles of sales, strategy,

02:31 account management,
02:32 global one account management in global companies
02:35 where they can work on startups in business development
02:38 that plan to go IP as well.