

# International Trade and Marketing, Minor

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The objective of the ITM minor is to explore and expand your knowledge of the international trade and marketing field.

You will develop a greater understanding of how the fashion and creative industries have developed international trade patterns and how the internet is rapidly changing this field with focus on professional opportunities, project management, intercultural skills, and technical trends involving goods and services in the channels of trade, logistics, and online research.

You will learn about and examine the major trends revolutionizing global marketing, the evolution of international companies into global firms, and the expanding role of e-commerce.

The following requirements below are intended for students declared after Fall 2022. If you have already declared your minor, please speak to your academic advisor for assistance.

## Minor Coordinator:

**Christine Pomeranz** (or designated ITM faculty members)  
christine\_pomeranz@fitnyc.edu

### Completion of The Following Two Required Courses:

|                            |   |
|----------------------------|---|
| IN 312 International Trade | 3 |
| IN 322 Global Marketing    | 3 |

### Completion of 3 Electives of Choice:

|  |   |
|--|---|
| IN 313 International Business Transactions               | 3 |
| IN 320 Compliance Management in International Trade      | 3 |
| IN 323 Import/Export Regulations                         | 3 |
| IN 324 International Marketing Research                  | 3 |
| IN 341 International Logistics                           | 3 |
| IN 342 International Corporate Responsibility            | 3 |
| IN 423 Global Marketing of Luxury Brands                 | 3 |
| IN 424 Export Promotion Marketing                        | 3 |
| IN 433 Global Sourcing                                   | 3 |
| IN 434 International Management                          | 3 |
| IN 441 International Business Law                        | 3 |
| IN 442 International Finance                             | 3 |
| IN 443 International Business Strategies and Fashion Law | 3 |

Please check the website for ITM course descriptions and prerequisite requirements.