

International Trade and Marketing Minor

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 beginning fall 2025. To declare your minor, please speak to your academic advisor for assistance.

Minor Coordinator:

Christine Pomeranz (or designated ITM faculty members)
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Completion of the Following Two (2) Required Courses

IN 312	International Trade	3
IN 322	Global Marketing	3

Completion of Three (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.

**Semesterly course offerings are subject to change.*