



ESTABLISHING GRADUATE CERTIFICATES
ARIZONA STATE UNIVERSITY
GRADUATE EDUCATION

This form should be used by programs seeking to establish a new graduate certificate. All sections should be completed.

The graduate certificate is a programmatic or linked series of courses in a single field or in one that crosses disciplinary boundaries. The graduate certificate facilitates professional growth for people who already hold the baccalaureate degree, and it may be freestanding or linked to a degree program. The graduate certificate enables the university to respond to societal needs while promoting university cooperation with corporate, industrial, and professional communities.

Submit the completed and signed (chairs, unit deans) proposal to the **Office of Graduate Academic Programs** in Graduate Education. Mail code: 1003 and electronic copies to eric.wertheimer@asu.edu or amanda.morales-calderon@asu.edu.

Please type.

Contact Name(s): James V. Scott	Contact Phone(s): 602 978 7784
College: Thunderbird School of Global Management	
Department/School: Thunderbird School of Global Management	
Name of proposed Certificate: Global Marketing	
Requested Effective Term and Year: (e.g. Fall 2014) Fall 2016	
Do Not Fill in this information: <u>Office Use Only</u>	
CIP Code:	

1. OVERVIEW. Below, please provide a brief overview of the certificate, including the rationale and need for the program, potential size and nature of the target audience, information on comparable programs (at ASU and/or peer institutions), how this program would relate to existing programs at ASU, and any additional appropriate information.

The Graduate Certificate in Global Marketing is a 15 credit hour program which provides specialized content knowledge essential to graduate placement in the business, government, and non-governmental entities that operate on a global scale. Global marketing, while utilizing some of the foundational theories and tools used in traditional domestic marketing, expands this content to include nuanced elements needed to make informed decisions across borders and in different cultural environments. For global marketing, the domestic marketing frameworks and tools are in many ways necessary but not sufficient. To make managerially prudent decisions, students need to appreciate and fully understand the idiosyncrasies and complexities of political, economical, legal, societal, and cultural differences that exist in foreign markets. The courses in the Global Marketing Certificate position and equip students in multinational corporations or international organizations to comprehend how and why customers make decisions the way they do, leverage branding as a capability to create value, and use the abundance of data available in today's market to engage in cutting edge business analytics. Our courses emphasize experiential approach to learning, using case studies featuring companies across the globe with different cultures and complex legal environments. The common theme across our courses is to advance understanding of the critical nuanced differences that managers need to recognize when conducting business across borders. We examine how customer decision-making, branding, business analytics, negotiation, channels and distribution, sales force management, product development, and strategic services marketing are played out in the international arena.

This very attractive graduate program option utilizes Thunderbird's expertise, and has been requested by employers and partner institutions for many years. The certificate and courses will be available for:

- all qualified ASU graduate students
- Thunderbird partnerships with institutions both internal and external to ASU
- providing additional expertise for students in the Thunderbird MA in Global Affairs and Management and Master of Global Management
- non-degree students seeking to expand their knowledge in global marketing

There are no comparable certificates currently offered at ASU. Our research did not discover peer institutions with certificates in Global Marketing.

2. ADMINISTRATION AND RESOURCES

- A. How will the proposed certificate be administered (including recommendations for admissions, student advisement, retention etc.)? Describe the administering body in detail, especially if the proposed certificate is part of a larger interdisciplinary agenda. How will the graduate support staffing needs for this proposed certificate program be met?**

The certificate will be administered and admissions reviewed through the current Thunderbird School of Global Management structure with supervision by an academic director of full-time programs with support from a program coordinator. Faculty evaluations and learning outcomes will be monitored by the Academic unit and the Learning outcomes committee.

- **Advising:** Advising of graduate students is normally handled by the Senior Academic Advisor and Program Coordinator. Once admitted, students will meet the Senior Academic Advisor to prepare a plan of study. All students must file a plan of study by the end of their first term of study.
- **Retention:** Students must fulfill all requirements of their individual graduate programs to remain in good academic standing with no grades lower than a "C", maintain a cumulative/graduate/iPOS GPA of a minimum of a 3.0 and abide by all university policies including those of Graduate Education and Thunderbird School of Global Management.
- **Graduation requirements:** students must complete a minimum of 15 credits with grades no lower than a "C" or a cumulative/graduate/iPOS GPA of at least 3.00. All hours for certificate completion must be done in residence.

- B. What are the resource implications for the proposed certificate, including projected budget needs? Will new books, library holdings, equipment, laboratory space and/or personnel be required now or in the future? If multiple units/programs will collaborate in offering this certificate, please discuss the resource contribution of each participating program. Letters of support must be included from all academic units that will commit resources to this certificate program.**

In the near term we do not anticipate any additional resources nor expenses required.

- No additional books will be needed to support this certificate.
- No additional facility support such as laboratory space is required for this certificate.
- Current library holdings will support this program.
- Teaching loads in terms of credit hours will be covered through normal Faculty teaching loads.

3. ADMISSIONS PROCEDURES AND CRITERIA

- A. Admission criteria** – Applicants must meet the admissions criteria for Graduate Education. Please also include any other additional admission requirements, e.g. type of undergraduate degree, minimum GPA, tests and/or entry-level skills that are required for this certificate program.
(http://graduate.asu.edu/sites/default/files/GraduatePolicies_1.pdf)

Degree(s): Minimum of a bachelor's degree from a regionally accredited university degree program. This program is open to candidates from any undergraduate major.

GPA:

- Minimum of a 3.00 cumulative GPA (scale is 4.0=A) in the last 60 hours of a student's first bachelor's degree program.
- Minimum of 3.00 cumulative GPA (scale is 4.0 = A) in an applicable Master's degree.

English Proficiency Requirement for International Applicants: (See Graduate Education policies and procedures) (http://graduate.asu.edu/admissions/international/english_proficiency):

The English proficiency requirements are the same as the Graduate Education requirement. An applicant whose native language is not English (regardless of current residency) must provide proof of English proficiency.

Required Admission Examinations: GRE GMAT Millers Analogies None required

Work Experience: None

Applicants must have:

- Taken TGM 551 (Global Marketing Strategy) and TGM 552 (Global Marketing Management) or TGM 503 (Global Marketing)
- OR equivalent three credit hour 500 level graduate course with a minimum grade of "B" or its equivalent (international) from:
 - a regionally accredited institution
 - One of the following business accreditation organizations - Association to Advance Collegiate Schools of Business (AACSB), European Quality Improvement System (EQUIS) or Association of MBAs (AMBA) accredited institution
 - other institutions as approved by the academic unit

B. Application Review Terms - Indicate all terms for which applications for admissions are accepted:

To select desired box, place cursor on the left side of the box, right click mouse, select **Properties**, under **Default Value** select **Checked**, press **OK** and the desired box will be checked

Fall (year): 2016

Spring (year): 2017

Summer (year):

Note: Applications will be rolling every Fall and Spring terms after this.

C. Projected annual admission/enrollment-How many students will be admitted immediately following final approval of the certificate? What are enrollment projections for the next three years?

Year 1 – (Fall 2016/Spring 2017) 10
 Year 2 - (Fall 2017/Spring 2018) 30
 Year 3 – (Fall 2018/Spring 2019) 55

4. ACADEMIC REQUIREMENTS

A. Minimum credit hours required for certificate (15 credit hour minimum)

15 Credit Hours

B. Please describe the primary course delivery mode, (e.g., online, face-to-face, off-site etc.). Please note: If this proposed initiative will be offered completely online, clearly state that in this section.

The delivery mode will be face-to-face.

C. As applicable, please describe culminating experience required (e.g., internship, project, research paper, capstone course, etc.)

NONE

D. What knowledge, competencies, and skills (learning outcomes) should graduates have when they complete this proposed certificate program? *Examples of program learning outcomes can be found at (<https://uoeee.asu.edu/program-outcomes>).*

1. Students completing the certificate will be able to analyze customers, competitors, collaborators, culture, and context (5Cs) to make sound marketing decisions in turbulent and unfamiliar foreign markets.
2. Students completing the certificate will acquire analytical tools and frameworks that draw from related disciplines such as psychology, economics, and applied statistics and apply the methods and models to solve a variety of real-world marketing decision problems.
3. Students completing the certificate will be able to demonstrate marketing oral and written communication skills necessary to effectively conduct business in global markets.

E. How will students be assessed and evaluated in achieving the knowledge, competencies, and skills outlined in 4.D. above? *Examples of assessment methods can be found at (<http://www.asu.edu/oue/assessment.html>).*

Objective	Measure	Performance Criterion	Frequency of Assessment
<ul style="list-style-type: none"> • Objective 1: Students completing the certificate will be able to analyze customers, competitors, collaborators, culture, and context (5Cs) to make sound marketing decisions in turbulent and unfamiliar foreign markets. 	<ul style="list-style-type: none"> • Class Paper based on global case studies used in class. • Discussion Board – Comprehensive Topic Discussion • Comprehensive Case studies in classroom participation • Case study write-ups 	90% of students will earn a B or better on each measure.	Each course
<ul style="list-style-type: none"> • Objective 2: Students completing the certificate will acquire analytical tools and frameworks that draw from related disciplines such as psychology, economics, and applied statistics and apply the methods and models to solve a variety of real-world marketing decision problems. 	<ul style="list-style-type: none"> • Final class Project • Comprehensive Case studies in classroom participation • Case study write-ups 	90% of students will earn a B or better on each measure.	TGM 554
	<ul style="list-style-type: none"> • Team Presentation on MarkStrat simulation results 	90% of students will earn a B or better on each measure.	TGM 558
<ul style="list-style-type: none"> • Objective 3: Students completing the certificate will be able to demonstrate marketing oral and written communication skills necessary to effectively conduct business in global markets. 	<ul style="list-style-type: none"> • Brand management/marketing plan project • Comprehensive Case studies in classroom participation • Case study write-ups 	90% of students will earn a B or better on each measure.	TGM 559
			Each course

The assurance of learning (AOL) committee reviews learning outcomes data that are collected by course, faculty, and program. Membership of the AOL committee includes the members of the Curriculum Committee and is expanded to also include program directors, and institutional research. Program revisions informed by the AOL committee are directed to the academic directors for consideration in conjunction with the Associate Director General, Thunderbird School of Global Management.

F. Please state the satisfactory student academic progress standards and guidelines (including any time limits for completion).

- Students must abide by all policies set forth by Graduate Education and the Thunderbird School of Global Management. The graduate certificate in Global Marketing is designed to be completed in one semester. Per Graduate Education policy, students must complete the certificate program within six years. Students are reminded that they must maintain continuous enrollment.

- Students must complete a minimum of 15 credits at the 500 level (9 hours of required courses and six hours of elective courses as approved by the academic unit with a grade of "C" or better and a cumulative/graduate/iPOS GPA of at least 3.00. Students who are deemed unsatisfactory may be recommended to Graduate Education for dismissal from the certificate program.

G. Will this proposed certificate program allow sharing of credit hours from another ASU degree program to be used as part of this certificate program? (Please note that a maximum of 9 graduate-level credit hours taken as a non-degree student at ASU, including as a part of a certificate program, may be used towards a future graduate degree at ASU).

- Up to nine credit hours of approved elective credits may be shared with the MA in Global Affairs and Management program and the Master of Global Management (MGM) program as approved by the academic unit.

H. Below, please list all required and elective courses in the appropriate boxes (you may attach additional pages if necessary).

Please ensure that all new core course proposals have been submitted to the Provost's office through the Curriculum ChangeMaker online course proposal submission system before this initiative is put on the University Graduate Council and CAPC agendas. Please note: a minimum of 2/3 of the courses required for a graduate certificate must be at the 500-level or above.

Required Core Courses			Credit Hours
<i>(Prefix & Number)</i>	<i>(Course Title)</i>	<i>(New Course?) Yes or No?</i>	(Insert Section Sub-total)
			9
TGM 553	Global Customer Decision Making	Y	3
TGM 554	Global Marketing Research	Y	3
TGM 559	Global Brand Management	Y	3
Electives – Chose two courses from the following list			Credit Hours
<i>(Prefix & Number)</i>	<i>(Course Title)</i>	<i>(New Course?) Yes or No?</i>	(Insert Section Sub-total)
			6
TGM 556	Global Strategic Services Marketing	Y	3
TGM 555	Global Product Development and Pricing	Y	3
TGM 558	Global Data Analysis for Strategic Marketing	Y	3
TGM 594	Conference and Workshop	N	3
Additional Courses as approved by the academic unit			
<u>Culminating Experience (if applicable)</u>			Credit Hours
			(Insert Section Sub-total)
None Required			0
Total required credit hours			15

Please note: If students enter the certificate program without meeting the minimum application requirements, they must take TGM 551 and TGM 552, or TGM 503 as they are prerequisites for the core courses that are required for the certificate program. These students will take these courses in excess of the 15 credit hours required for the program.

5. PRIMARY FACULTY PARTICIPANTS - Please list all primary faculty participants for the proposed certificate, including home unit and title. You may attach additional pages if necessary.		
Name	Home Unit	Title
Richard Ettenson, Ph.D.	Thunderbird School of Global Management	Thelma H. Kieckhefer Research Fellowship in Global Brand Marketing, and Professor of Global Brand Marketing
Seigyoung Auh, Ph.D.	Thunderbird School of Global Management	Associate Professor of Marketing Research Faculty at the Center for Services Leadership
Preeethika Sainam, Ph.D.	Thunderbird School of Global Management	Clinical Assistant Professor of Marketing
Richard Baer	Thunderbird School of Global Management	Instructor
Sundaresan Ram, Ph.D.	Thunderbird School of Global Management	Emeritus Associate Professor of Global Marketing

*additional faculty may be added as the course load increases

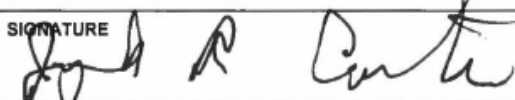
6. REQUIRED SUPPORTING DOCUMENTS

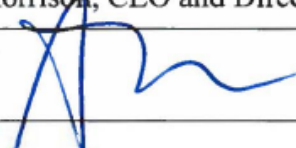
(Please label accordingly, i.e., Appendix or Attachment A, B, etc.)

Please include the following with your proposal:

- A. Sample plans of study for students in the proposed program – Appendix II
- B. Statements of support from all deans and heads of impacted academic units – Appendix III

7. APPROVALS - If the proposal submission involves multiple units, please include letters of support from those units.

DEPARTMENT CHAIR or SCHOOL DIRECTOR (PRINT/TYPE)	
Joseph Carter, Deputy Director General, Thunderbird School of Global Management	
SIGNATURE 	DATE 1-22-16

DEAN (PRINT/TYPE)	
Allen Morrison, CEO and Director General, Thunderbird School of Global Management	
SIGNATURE 	DATE 1/22/16

The following section will be completed by Graduate Education following the recommendations of faculty governance bodies.

DEAN FOR GRADUATE EDUCATION	
SIGNATURE	DATE

Please note: Proposals for new certificates also require the review and recommendation of approval from the University Graduate Council, Curriculum and Academic Programs Committee (CAPC), the Academic Senate, and the Office of the Provost before they can be put into operation.

The final approval notification will come from the Office of the Provost.

APPENDIX I**OPERATIONAL INFORMATION FOR GRADUATE CERTIFICATES**

(This information is used to populate the [Graduate Programs Search](#) website.)

1. Provide a brief (catalog type - no more than 150 words) program description.

The Graduate Certificate in Global Marketing provides specialized content knowledge in brand management, marketing research, and customer decisions for business, government, and non-governmental entities that operate on a global scale. The program can be completed in one semester, excluding any required prerequisite course(s).

Requirements for the academic catalog:

Core (9)

TGM 553 Global Customer Decision Making (3)

TGM 554 Global Marketing Research (3)

TGM 559 Global Brand Management (3)

Electives (6)*

*Students choose two courses from a restricted list. Additional courses may be utilized with approval from the academic unit.

2. Contact and Support Information:

Office Location (Building & Room): Thunderbird Herberger Bldg, Room 6	Campus mail code: 0158
Campus Telephone Number: 602 978 7000	Program Director (Name and *ASU ID): Dr. Graeme Rankine, grankin1
Program email address: Admissions.tbird@asu.edu	Program Support Staff (Name and *ASU ID): Ms. Kim Smart, Kcsmart
Program website address: www.thunderbird.edu	Admissions Contact (Name and *ASU ID): Ms. Amber Stenbeck, astenbec

* ASU ID (e.g. SHJONES)

3. Application and iPOS Recommendations: List the Faculty and Staff that will input admission/POS recommendations to Gportal **and** indicate their approval for Admissions and/or POS:

Name	ADMSN	POS
Paula Friesen,		X
Kim Smart		X
Amber Stenbeck	X	
Josh Allen		X

4. Campus(es) where program will be offered: *
- | | | | |
|--------------------------|---------------|-------------------------------------|-------------|
| <input type="checkbox"/> | Downtown | <input type="checkbox"/> | Tempe |
| <input type="checkbox"/> | Online (only) | <input type="checkbox"/> | West |
| <input type="checkbox"/> | Polytechnic | <input checked="" type="checkbox"/> | Thunderbird |

* **To select desired box**, place cursor on the left side of the box, right click mouse, select **Properties**, under **Default Value** select **Checked**, press **OK** and the desired box will be checked

5. **Keywords:** (List all keywords that could be used to search for this program. Keywords should be specific to the proposed program.)

Global, Marketing, Certificate, Non-degree

6. **Area(s) of Interest:**

* **To select desired box**, place cursor on the left side of the box, right click mouse, select **Properties**, under **Default Value** select **Checked**, press **OK** and the desired box will be checked

- A. Select one (1) primary area of interest from the list below that applies to this program.

- [Architecture & Construction](#)
- [Arts](#)
- [Business](#)
- [Communications & Media](#)
- [Education & Teaching](#)
- [Engineering & Technology](#)
- [Entrepreneurship](#)
- [Health & Wellness](#)
- [Humanities](#)
- [Interdisciplinary Studies](#)
- [Law & Justice](#)
- [Mathematics](#)
- [Psychology](#)
- [STEM](#)
- [Science](#)
- [Social and Behavioral Sciences](#)
- [Sustainability](#)

- B. Select one (1) secondary area of interest from the list below that applies to this program.

- [Architecture & Construction](#)
- [Arts](#)
- [Business](#)
- [Communications & Media](#)
- [Education & Teaching](#)
- [Engineering & Technology](#)
- [Entrepreneurship](#)
- [Health & Wellness](#)
- [Humanities](#)
- [Interdisciplinary Studies](#)
- [Law & Justice](#)
- [Mathematics](#)
- [Psychology](#)
- [STEM](#)
- [Science](#)
- [Social and Behavioral Sciences](#)
- [Sustainability](#)

APPENDIX II

**OVERVIEW OF CERTIFICATE OF GLOBAL MARKETING
Sample Plan of study**

SAMPLE FOR CERTIFICATE COMPLETION IN ONE TERM FALL OR SPRING:

Fall or Spring Term			Credits
	TGM 553	Global Customer Decision Making	3
	TGM 554	Global Marketing Research	3
	TGM 559	Global Brand Management	3
	TGM 5XX	Approved Elective Course	3
	TGM 5XX	Approved Elective Course	3
		Total Credits	15

SAMPLE FOR CERTIFICATE COMPLETION IN TWO TERMS:

Fall Term			Credits
	TGM 553	Global Customer Decision Making	3
	TGM 554	Global Marketing Research	3
	TGM 559	Global Brand Management	3
		Total Credits	9

Spring Term			Credits
	TGM 5XX	Approved Elective Course	3
	TGM 5XX	Approved Elective Course	3
		Term Total Credits	6
		Total Credits for Certificate	15

APPENDIX III

Letters of Support

Thunderbird School of Management – Official Submission

From: James Scott [<mailto:James.V.Scott@thunderbird.asu.edu>]
Sent: Wednesday, January 27, 2016 9:44 AM
To: curriculumplanning@asu.edu
Cc: Joseph Carter
Subject: Submission of Applications for Certificate of Global Finance and Marketing

Good Morning,

Please accept the attached applications for review and approval for Thunderbird School of Global Management. We request an anticipated offering to occur in Fall 2016.

Regards,

James

James. V. Scott
Executive Director, Academic Operations
Thunderbird School of Global Management
Arizona State University

W. P. Carey School of Business
Support Letter



Graduate Programs

PO Box 874906
Tempe, AZ 85287-4906

(480)965-3332
Fax: (480)965-8569
website: wpcarey.asu.edu

DATE: January 19, 2016

TO: James Scott, Associate VP Academic Compliance & Assessment
Thunderbird School of Global Management at Arizona State University

FROM: Joan F. Brett
Associate Dean, Graduate Programs
W.P. Carey School of Business

CC: Joseph Carter, Kay Faris, Kay Keck, Stephen Taylor

SUBJECT: Letter of support for Certificate of Global Finance, Certificate of Global Marketing and Certification of Global Trade and Finance

The Graduate Programs Office at the W.P. Carey School of Business supports the proposed Certificates:

- Certificate of Global Finance
- Certificate of Global Marketing
- Certificate of Global Trade and Finance

The proposal has been reviewed by the college and does not see an overlap in degrees or coursework. The target audience includes current higher education professionals in related sectors (e.g., companies that serve higher education).

Please contact me if you have any questions regarding this letter of support.

A handwritten signature in black ink that reads 'Joan F. Brett'.

Joan F. Brett
Associate Dean
W. P. Carey School of Business
Graduate Programs

Appendix IV

Course Descriptions for Global Marketing

TGM 553 Global Customer Decision Making (3)

This course is both theoretical and applied. The backbone and foundation of the course draws heavily from behavioral economics, consumer psychology, and consumer information processing. The final objective of the course is to equip students with a comprehensive understanding of how and why consumers make decisions the way they do in the market (B2C). Although consumers desire to make rational decisions that maximize their utility, in reality, more often than not, they tend to make irrational and suboptimal choices. This course will offer why such phenomena occur and how consumers can improve their quality of decision-making. If your goal is to obtain a deeper (what I mean by this is more of a theoretical and fundamental underlying process and reason based on scientific knowledge and not simply based on observation based knowledge) understanding of consumer decision making, this is the right course for you. After having taken this course, you will have a richer appreciation of the heuristics and decision making rules that consumers use and biases that affect consumer decision making. Required course for the Certificate of Global Marketing.

Prerequisite: TGM 503 (Global Marketing) or TGM 551 (Global Marketing Strategy) and TGM 552 (Global Marketing Management)

TGM 554 Global Marketing Research (3)

This course focuses on the use of marketing research techniques for competitive advantage in a global business context. You will develop the necessary skills to plan a research project, collect your own data, analyze the data, and report your findings. Required course for the Certificate of Global Marketing. Upon completion of this course, you should be able to:

1. Critically assess the need for marketing research and decide on what is appropriate in a given situation.
2. Understand the special requirements for marketing research in an international context.
3. Prepare a discussion guide for a focus group and use it to answer a research question.
4. Develop a Web-based survey and use it to collect data.
5. Clearly report the results of marketing research and explain their business implications.
6. Critically assess the design, data collection, and analysis of marketing research projects conducted by others.

Prerequisite: TGM 503 (Global Marketing) or TGM 551 (Global Marketing Strategy) and TGM 552 (Global Marketing Management)

TGM 555 Global Product Development and Pricing (3)

This course consists of two parts: Global Product Development (GPD) and Global Pricing (GP), taught back-to-back. The GPD course examines how an organization can identify, develop and manage products for global markets. Special attention is paid to issues such as the product development cycle, innovation charter, barriers to product development, and, effectively organizing for product development.

The objective of the GP course is to gain an in-depth knowledge of the field of global pricing, covering the psychology, economics and tactics of pricing for a business enterprise, product or service. Better pricing knowledge usually converts to better bottom-line results, yet pricing is often overlooked as a tool to strengthen brands and overall profitability. Students will learn pricing theory and tactics as well as develop hands-on pricing skills, all aimed at improving profitability. These skills can be applied across the full range of professional contexts - as entrepreneurs, brand managers, business unit managers, management consultants, and M&A advisors.

Therefore, the combined course targets students of marketing, entrepreneurship, consulting and finance.

Prerequisite: TGM 503 (Global Marketing) or TGM 551 (Global Marketing Strategy) and TGM 552 (Global Marketing Management)

TGM 556 Global Strategic Services Marketing (3)

Services have come to dominate our economy. Yet there remains a naïve belief that service production, marketing, and management is a simple adaptation of goods production, marketing, and management. Unlike physical goods, services are co-produced with customers at a time, and in a place, of the customer's choosing. And this co-production directly involves an organization's front-line employees. As a result, it is more difficult for services to be inventoried and checked for quality assurance. The purpose of this course is to provide you with a thorough understanding of the management and continuous improvement of service operations. This includes a thorough understanding of the role of customers in service operations such that service firms can design effective service experience so as to minimize service failure.

Prerequisite: TGM 503 (Global Marketing) or TGM 551 (Global Marketing Strategy) and TGM 552 (Global Marketing Management)

TGM 558 Global Data Analysis for Strategic Marketing (3)

This course covers concepts, techniques and applications of commonly applied quantitative tools to large datasets that are now ubiquitous in everyday business. The goal of the class is to understand and apply statistical techniques in order to improve the quality of managerial decisions. The course starts with elementary statistics (measures of dispersion, location, random variables etc.) and moves on to cover frequently used managerial models (Regression, ANOVA etc.). The emphasis of the course will be on the application of these techniques in a wide variety of data sets across industries – to that extent we will be using Excel (still the language of office math) and SPSS (more advanced software) to help pick the needles in the haystack. Once we transform mere data into information we will evaluate its adequacy and glean insights for decision-making. Therefore this will be a useful class if you intend to consume or provide data analysis – irrespective of your career interests in this domain.

Prerequisite: TGM 503 (Global Marketing) or TGM 551 (Global Marketing Strategy) and TGM 552 (Global Marketing Management)

TGM 559 Global Brand Management (3)

The course provides a managerial orientation to the topic of global brand management. Specifically, the course is designed to prepare participants for a career in either the role of the "traditional brand manager," or in the role of a "manager with brand-related responsibilities." A major portion of the course is working on a Global Brand field project to develop a brand management/marketing plan for a brand and brand challenge of your choosing (you and your team). The ethical dimension of global brand management is emphasized throughout the course, and is focused on in an individual brand ethics project to be described in our first class session. Required course for the Certificate of Global Marketing.

Prerequisite: TGM 503 (Global Marketing) or TGM 551 (Global Marketing Strategy) and TGM 552 (Global Marketing Management)

(NEW GRADUATE INITIATIVES)

PROPOSAL PROCEDURES CHECKLIST

Academic units should adhere to the following procedures when requesting new curricular initiatives (degrees, concentrations or certificates).

Obtain the required approval from the Office of the Provost to move the initiative forward for internal ASU governance reviews/approvals.

- Establishment of new curricular initiative requests; degrees, concentrations, or certificates
- Rename requests; existing degrees, concentrations or certificates
- Disestablishment requests; existing degrees, concentrations or certificates

Submit any new courses that will be required for the new curricular program to the Curriculum ChangeMaker online course approval system for review and approval.

- Additional information can be found at the Provost's Office Curriculum Development website: [Courses link](#)
- For questions regarding proposing new courses, send an email to: courses@asu.edu

Prepare the applicable proposal template and operational appendix for the proposed initiative.

- New degree, concentration and certificate templates (contain proposal template and operational appendix) can be found at the Provost's Office Curriculum Development website: [Academic Programs link](#)

Obtain letters or memos of support or collaboration. (if applicable)

- When resources (faculty or courses) from another academic unit will be utilized
- When other academic units may be impacted by the proposed program request

Obtain the internal reviews/approvals of the academic unit.

- Internal faculty governance review committee(s)
- Academic unit head (e.g. Department Chair or School Director)
- Academic unit Dean (will submit approved proposal to the curriculumplanning@asu.edu email account for further ASU internal governance reviews (as applicable, University Graduate Council, CAPC and Senate)

Additional Recommendations - All new graduate programs require specific processes and procedures to maintain a successful degree program. Below are items that Graduate Education strongly recommends that academic units establish after the program is approved for implementation.

Set-up a Graduate Faculty Roster for new PhD Programs – This roster will include the faculty eligible to mentor, co-chair or chair dissertations. For more information, please go to http://graduate.asu.edu/graduate_faculty_initiative.

Establish Satisfactory Academic Progress Policies, Processes and Guidelines – Check within the proposing academic unit and/or college to see if there are existing academic progress policies and processes in place. If none have been established, please go to http://graduate.asu.edu/faculty_staff/policies and scroll down to the **academic progress review and remediation processes** (for faculty and staff) section to locate the reference tool and samples for establishing these procedures.

Establish a Graduate Student Handbook for the New Degree Program – Students need to know the specific requirements and milestones they must meet throughout their degree program. A Graduate Student Handbook provided to students when they are admitted to the degree program and published on the website for the new degree gives students this information. Include in the handbook the unit/college satisfactory academic progress policies, current degree program requirements (outlined in the approved proposal) and provide a link to the Graduate Policies and Procedures website. Please go to http://graduate.asu.edu/faculty_staff/policies to access Graduate Policies and Procedures.