



Whether you are a small business owner or a manager of a large corporation, you need these critical international business skills to compete in today's global economy. Pacific's International Trade Certificate Program will give you the edge you need to compete internationally. This course gives you the knowledge you need in:

- Global Management
- Global Marketing
- Logistics
- Finance & Risk

Come learn the legal, cultural and political aspects of the international trade process in our accessible online format today!



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Center for Professional &  
Continuing Education  
3601 Pacific Avenue  
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# UNIVERSITY OF THE PACIFIC



## *Are You Ready To Go Global?*

Take your company to the next level with University of the Pacific's

### *Online* **International Trade Certificate Program**

**CENTER FOR PROFESSIONAL AND  
CONTINUING EDUCATION**

### **MODULE 1:**

#### **INTERNATIONAL MARKETING**

This module builds key marketing skills such as: SWOT analysis; conducting international market research; developing a marketing plan and budget; determining the global marketing mix (the 4 P's); and conducting competitor analysis.

### **MODULE 2:**

#### **INTERNATIONAL MANAGEMENT**

This module covers practical applications of global management such as: developing a global business plan; understanding the nuances of cultural, legal, political and regulatory differences; and using technology to support global trade.

### **MODULE 3:**

#### **INTERNATIONAL SUPPLY CHAIN MANAGEMENT**

This module builds skills for managing global supply chain logistics. Topics include: transportation modes; taxes, duties and quotas; documentation requirements; trade agreements; legal and regulatory requirements; and trade conventions.

### **MODULE 4:**

#### **INTERNATIONAL TRADE FINANCE**

This trade module ensures learners know how to assess: political & economic risks; foreign exchange tactics and risks; credit and payment risks; optimal terms of payment; arranging financing; and setting the overall business financial plan.

### **PREPARE FOR NASBITE**

This certificate will prepare you to take the NASBITE (North American Small Business International Trade Educators) Certified Global Business Professional exam to become a nationally recognized Certified Global Business Professional – the benchmark for professionals in the field. [www.nasbite.org](http://www.nasbite.org)

**COST:** \$299 per module. \$999 for all four modules if you pay in full when you register – a savings of \$197!

### **REGISTRATION INFORMATION**

All courses are self-paced and may be started at any time. Each module takes approximately 50 hours to complete and 5 Continuing Education Units (CEUs) are provided for each module. A certificate will be awarded upon completion of all four modules. It is not required that you take all four modules; you may register for one or any combination.

To register call 209.946.2424 or download our registration form <http://web.pacific.edu/x13469.xml> and mail/fax with payment to:

**University of the Pacific  
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3601 Pacific Avenue  
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Fax: 209.946.3916**

