

Mastering the challenges of the global marketplace

Organizations compete in a global marketplace whether they realize it or not. Today's business climate demands that companies understand and meet the challenges that global competition brings.

Going Global

Several aspects of international marketing are covered in the MSXM program, a technology-oriented leadership program designed for engineers, business managers and other professionals desiring to strengthen their management and leadership skills as they relate to the value-added exporting of U.S. manufactured products, services and technology.

Today's managers need a deep understanding of global business practices. You will gain the knowledge and skills necessary to compete internationally. You will also learn how to provide the leadership required to envision, design, create, sell and maintain products and services in the global marketplace.

Guiding Global Expansion

In the MSXM program, you first gain skills and knowledge across functional business areas. Next, you are introduced to the technical skills required for global resource management and export. Finally, you will become adept at strategy development, strategic global marketing, global business and entrepreneurship.

Throughout your studies you will examine global economic opportunities, growth of

untapped markets and revitalization of product development to include export markets.

Your studies will be guided by faculty with extensive knowledge of the global business environment and international markets. They also have expertise focused in a business area or field of learning. Most are employed in the disciplines that they teach, so you get their real-world experience in the classroom.

Becoming a Global Leader

As with all management master's degrees in the Rader School of Business, you will acquire a broad base of management and leadership skills and knowledge. Your curriculum will cover financial decision-making, organizational behavior and leadership, information technology, business processes, supply chain management, strategic thinking and marketing strategies. As an MSXM graduate, you will be prepared to lead the global initiatives within your organization.

Second Degree

If you already have an MSEM degree, you can earn a second degree in Marketing and Export Management through the completion of ten courses, or 30 credits.

Program Director: Dr. Bruce Thompson;
thompson@msoe.edu

Master of Science in Marketing and Export Management Curriculum

	Management Foundation Courses	Credits
MG600	Management Principles	3
MG610	The Application of Statistics	3
MG620	Finance and Accounting	3
MG631	Research and Writing (Module One)	1
MG632	Research and Writing (Module Two)	1
MG633	Research and Writing (Module Three)	1
MG645	Operations and Systems Management	3
MG660	Applied Organizational Behavior	3
MG670	Marketing Management	3
MG800	Strategic Management	3
	Marketing and Export Management Courses	
MG744	Supply Chain Management	3
MG771	International Marketing and Export	3
MG772	Global Design, Test and Styling	3
MG761	Global Customers & Cultures	3
	MG Elective	3
	<u>Thesis Option</u>	
MG8042	Cultural Immersion/Applied Thesis	<u>6</u>
	TOTAL CREDITS – Thesis Option	45
	<u>Project Option</u>	
	MG Elective	3
MG872	Capstone Project	<u>3</u>
	TOTAL CREDITS – Project Option	45

Time to Completion

MSOE's quarter system allows you to take courses during four specific academic terms each year. Our 11-week quarters accelerate the pace at which you will learn and master management topics. Graduate management courses meet during the evening, one day per week. You have the option to take select courses delivered via an Internet-hybrid model that combines face-to-face meetings with the convenience of Internet-based learning. The curriculum can be completed by taking as few as twelve 3-credit courses, three 1-credit modules and a 6 credit master's thesis. Courses in the program are offered at MSOE's main campus and at outreach locations in Waukesha, Wis. and Neenah, Wis.