***Get an Education, Get a Job***

***Get a Better Education, Get a Better Job***

**Want a good-paying job that is in high demand?**
Business sectors provide excellent long-term career opportunities.

**International Sales and Marketing Management**

4 Week / 30 Hour Certificate Program

With the advancement of e-commerce, media, and technology, cross-border selling has become a prevalent business growth strategy.  As a result, the demand for professionals who understand the fundamentals of international sales and marketing is on the rise.  International sales and marketing representatives frequently travel, and are assigned region(s) in which to promote products/services.  They often participate in domestic and international trade shows, participate in match-making, speak at industry events, and advance the sales goals of their company and regional clients.

Sales and marketing professionals research and analysis to determine the most attractive products and services for each market, developing international marketing plan, understanding supply chain management, coordinating with oversea executives/distributors/partners, and building brand loyalty are common responsibilities for international marketers.  They also must be familiar with adapting product/services to different markets, determining how the business will deal with fluctuating currencies and payment terms, documentation and procedures, and navigating unfamiliar legal and political environments.

**ARE YOU READY TO GET STARTED?**

Michael Caress, Faculty Liaison

(310) 233-4042

careerpathways@lahc.edu

**Get Ready to Take the Next Career Step**

At present, there are 180,500 local and international marketing experts working in the U.S.   The demand for professionals with this expertise is expected to grow 13 percent by 2022.   One only needs to look online and at the volume of products moving in and out of the Port complex of Los Angeles and Long Beach to see that  the demand for international trade skills will grow throughout the LA region.

According to PayScale, an International Sales & Marketing Manager earns a median salary of $74,572 per year. Salaries are influenced by several factors, including industry, company size, location, educational level, years of experience, and recognized industry credentials can help to assure employers of your competency level.  Demonstrated knowledge of global business management, supply chain management, and trade finance will also influence future earnings.

This Los Angeles Harbor College Career Pathway program teaches the mid-level skills needed in this high-wage, high demand profession. In this short 30 hour professional program, participants will learn to build on their existing work and educational experience to analyze the global environment, identify new markets and customers, and implement a successful international marketing program. Successful completion of this training program will prepare individuals to pass the global marketing section of NASBITE’s Certified Global Business Professional (CGBP) credential.

For more information about the career and training opportunities in the International Sales and Marketing, please schedule an appointment with one of our experienced career pathway counselors at (310) 233-4042 or via email at careerpathways@lahc.edu.

*This mid-level, incumbent worker training program was partially funded by the California Careers Pathway Trust (CCPT) grant offered through the Pro-GTL Regional Consortium Colleges.  Los Angeles Harbor College and the Los Angeles Community College District are equal opportunity employers. Programs and auxiliary aid and service are available upon request to individuals with disabilities.*