

Export

12-credit Technical Certificate

About the Certificate

Explore export procedures and policies, and discover how to reduce the frequency and difficulty of export problems. Work experience would help for successful completion of the certificate but is not necessary.

This program can be completed with evening course options.

What is a Technical Certificate?

A WCTC technical certificate provides an excellent means for those already employed in business to cross train or to expand their knowledge through short-term training opportunities.

For more information, call 262.691.5400.

| Required Courses | Credits |
|---|----------|
| First Semester | |
| 138-150 Global Business Fundamentals | 3 |
| 138-160 Global Supply Chain Procure | 3 |
| Total semester credits | 6 |
| Second Semester | |
| 138-155 International Marketing | 3 |
| 138-165 Global Supply Chain Logistics | 3+ |
| Total semester credits | 6 |
| + Proficiency exam available | |
| Curriculum is current as of catalog printing. | |
| The ability to complete a full certificate may be affected by low enrollment. | |

Export Required Courses

138-150 Global Business Fundamentals 3

Review the fundamentals of global business in an effort to understand how the environment, world history, and political systems impact the global trade arena. Discuss trading blocks, including NAFTA, Mercosor, the EC and the WTO, in the context of the global economy.

138-155 International Marketing 3

Analyze the way commodities and industrial products are globally marketed, focusing on the concepts of distribution channels, trade patterns, competition, product planning and life cycle, advertising and promotion, market research, and the adaptation of the marketing mix to foreign environments. Analyze distributor relationships, agency, and licensing. Some background in marketing is recommended.

138-160 Global Supply Chain Procure 3

Gain an in-depth understanding of Incoterms, the harmonized system, and import procedures. Discuss different modes of transportation, methods of payment, marine insurance, and conflict resolution.

138-165 Global Supply Chain Logistics 3

Develop an in-depth understanding of the flow of documents, ISO, and compliance issues in relationship to U.S. export control laws. Learn the basics of ocean/air rate calculations. Discuss trade treaties such as NAFTA and their impact on documents and transportation. Prerequisites: 138-160 Global Supply Chain Procure (or concurrent)