

International Marketing/French Certificate Program

Certificate Requirements

The Omer E. and Laurette M. Boivin Center for French Language and Culture offers a Certificate Program in International Marketing/French. Any UMass Dartmouth student wishing to pursue the Certificate may apply to The Boivin Center through its Director for entrance into the program.

Director of Program

Mel Yoken

Foreign Literature and Languages

Students must have completed French courses through French 202, or have the equivalent knowledge of French. The Certificate of Studies in International Marketing/French will be awarded with the diploma at graduation, providing that the student has at least a 2.5 grade point average in Certificate courses.

		Credits
<i>Courses in French</i>		
FRN 301	French Composition and Conversation I	9
FRN 302	French Composition and Conversation II	
FRN 337	Commercial French	
<i>Courses in Economics and Business</i>		
ECO 231	Economics	12
ECO 232	Economics II	
MKT 211	Principles of Marketing	
ECO 372	International Finance OR	
ECO 371	International Trade	
<i>One of the following courses</i> (Course substitutions may be made with permission of the director)		
FIN 312	Business Finance	3
HST 329	European Economic History	
PSC 383	The Politics of International Economic Relations	
FIN 397	Financial Forecasting Methods	
FIN 398	Financial Institutions	
MKT 420	International Marketing	
ECO 371	International Trade	
FIN 494	International Financial Management	
Total:		24

For full course descriptions please consult the appropriate department listings.