



6 Courses

Intro to International  
Marketing

International Marketing  
Entry and Execution

International B2B (Business  
to Business) Marketing

International Hospitality &  
Healthcare Services  
Marketing

International  
Entertainment and Sports  
Marketing

International Marketing &  
Cross Industry Growth  
Capstone Project



Nov 19, 2023

**QUỐC V TRẦN**

has successfully completed the online, non-credit Specialization

# International Marketing & Cross Industry Growth

This Specialization covers marketing concepts but, more importantly, emphasizes the need by companies and individuals to think openly across international markets and industries for new ideas or expansion. This is summarized as "Cross Country & Cross Industry Innovation," or CCCI in short. The first two courses will establish the core foundations and then the last three courses will elaborate on major global industries: course 3 on B2B, course 4 on Healthcare and Hospitality, and course 5 on Sports and Entertainment.

*Dae Ryun Chang* *Sunmee Choi*

Dae Ryun Chang,  
Sunmee Choi

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