CAREER OPPORTUNITIES IN INTERNATIONAL TRADE AND INVESTMENT POLICY

Description of the Field:
Trade policy is becoming an important issue to more businesses in the United States as the barriers to trade and capital movement decline and foreign markets become increasingly interconnected with U.S. markets. With the growth of regional trade blocks and increased membership in international trade organizations such as the World Trade Organization, the impact of U.S. and foreign trade policy on the success of businesses in the United States will continue to increase. Trade policy directly affects virtually all industries.

Trade policy and promotion include a variety of activities such as analyzing markets, increasing attendance at trade events, identifying agents and distributors, and disseminating information on export financing. Additional activities include representing business interests with officials of foreign governments, national government agencies, international organizations, and trade missions; identifying joint venture partners; researching development projects; and understanding foreign standards, testing, and certification requirements.

Career Paths and Entry Salaries:
Entry-level titles include project coordinator, research assistant, government relations assistant, economic analyst, public relations specialist, and trade policy associate. A student with a graduate degree can expect a salary range between low to high 40’s. However, professionals in the field emphasize that experience is key to both monetary and professional advancement.

Communication between business and government is critical given that U.S. Government policies directly affect a company’s international business. Government policies and legislation can affect international tariffs, non-tariff trade barriers, export financing, export license and control requirements, counter-trade, and technology transfer. Therefore, people who have held positions in the public sector have experience critical to a firm's international activities. Export promotion at the Department of Commerce, export licensing at the State Department, and trade finance at the Department of Treasury are but a few examples of public sector work that would be considered desirable. The legislative branch also provides a setting for graduates seeking to develop knowledge valuable to global corporations. An individual who understands how government works and how to influence policy to the business sector's advantage is a particularly attractive candidate.

In the private sector, graduates will spend a considerable amount of time monitoring government activities to identify policies that could affect their organization and trying to influence those policies. Again, a solid understanding of government procedures and intimate knowledge of key issues surrounding your business or industry is essential, as is the ability to research and analyze markets trends and political developments, both nationally and internationally. Inside knowledge of the Federal Government would be a great asset to any business seeking to influence trade policy.

As a means of becoming acquainted with the different bodies involved in formulation and implementation of trade policy, it is beneficial to intern at trade associations, government relation offices, firms and/or lobby shops. These internships help supplement real-world knowledge in addition to providing key networking opportunities.

Recommended Qualifications to Enter the Field:
- Superior oral and written communication skills, especially in persuasion
- Ability to speak and present publicly
- Knowledge of the government process
- Intimate knowledge of current trade policy and regulations
- Functional expertise in areas such as international finance, political risk management, economics, strategic planning or marketing
- Foreign area expertise
- Demonstrated foreign language proficiency
- Flexibility and ability to learn new concepts quickly
- Excellent quantitative and qualitative skills
- Strong economics background
- Demonstrated research and analysis in the field
Sample Employers and Resources for More Information:

Employers:

Federal Government:
- Department of Commerce – http://www.doc.gov
- Department of the Treasury – http://www.treasury.gov
- Trade Information Center – http://www.trade.gov/td/tic

Private Sector:
- AT&T – http://www.att.com
- Eastman Kodak – http://www.kodak.com
- ExxonMobil – http://www.exxonmobil.com
- IBM – http://www.ibm.com
- Johnson & Johnson – http://www.johnsonandjohnson.com
- Motorola – http://www.motorola.com
- Northrop Grumman Corporation – http://www.northgrum.com
- Philip Morris Companies, Inc. – http://www.philipmorris.com
- Pepsi-Cola International – http://www.pepsico.com
- Procter & Gamble – http://www.pg.com

Associations:
- U.S. Chamber of Commerce – http://www.uschamber.com

Career Resources:
- Elliott School Career Connection – http://www.elliotschoolcc.com

Professional Organizations:
- Alliance of Automobile Manufacturers – http://www.autoalliance.org
- International Trade Association/International Real Estate Institute – http://www.jami.org/irei.cfm
- International Chamber of Commerce – http://www.iccwbo.org
- United States Chamber of Commerce – http://www.uschamber.org
Course Suggestions for Careers in International Trade and Investment Policy

The following list represents a sampling of different courses offered throughout The George Washington University that would be appropriate for this career field. As academic departments continually update their bulletin, these courses might not be available on a regular schedule. This list does not include required courses in the Core or Regional Fields and does not correspond to, though it closely follows, the curriculum for graduation. Students should consult their academic advisors to see if taking some of the courses below fits into their academic plan.

### International Affairs:
- Transatlantic Relations in the 21st Century
- Taiwan: Internal Development and Foreign Policy
- OAS & Democracy in the Americas
- U.S. Foreign Policy in the Gulf
- Defense Policy
- Political Economy of the Middle East

### Economics:
- Economics of Technological Change
- International Trade Theory
- International Finance and Open Economy
- Macroeconomics
- Survey of International Trade Theory and Policy
- Survey of International Macroeconomics and Finance Theory and Policy
- Topics in International Finance

### Political Science:
- Comparative Political Economy

### Public Administration:
- Policy Analysis and Evaluation
- U.S. Competitiveness in the Global Economy
- Trade & Investment Policy

### Public Policy:
- Benefit-Cost Analysis

### International Business:
- International Business Finance
- International Business Strategy
- International Portfolio Management
- Oil: Industry, Economy, and Society

### Professional Skills Courses:
- Analyzing International Economic Data
- Art and Practice of Global Investing
- Congress and Foreign Policy
- Corporate-Government Relations
- Critical Thinking
- Developing Trade Policy Options
- Ethics in International Affairs
- Micro Enterprise Lending
- Negotiating Skills
- Nuts and Bolts of U.S. Trade Policy
- Policymaking: Congress, the Executive, and NGOs
- Political Analysis
- Principles of Financial Statement Analysis
- Public Speaking
- Writing for International Affairs Professionals
- Writing for International Policymakers

*Students with an interest in Trade and Investment Policy may also be interested in study abroad programs through Elliott School partner institutions:

- University Torcuato di Tella (Argentina)
- University of Sydney (Australia)
- Carleton University (Canada)
- Sciences Po (France)
- Waseda (Japan)
- American University of Beirut (Lebanon)
- Maastricht (The Netherlands)
- Ewha GSIS (Korea)
- Graduate Institute of International and Development Studies (Switzerland)