



2

INTERNATIONAL MARKETING And Export

Course Introduction:

The programme content is aimed at preparing attendees for marketing positions in business, particularly in the area of International Marketing and Exporting.

Course Objectives:

The goal of the course is for the student to develop their ability to critically review and utilize international marketing theory and apply international marketing and export in a strategic marketing plan.

After passing the course the student should be able to:

- Explain and use central concepts and theories in the area of international marketing
- Describe and use central concepts in the area of export management
- Develop a strategic marketing plan focusing on international marketing objectives
- Work together in a team in developing ideas
- Present, discuss and defend strategic decisions concerning international marketing
- Present, analyze and defend considerations concerning inter-cultural issues
- Carry out formal presentations of a developed international marketing

Who Should Attend?

Professionals involved in the following functions: Sales, Marketing, and Business Development.

Course Outline:

Global trade environment

Global monetary links

Cultural factors in international buying and selling

South Africa's international trade

International marketing and sourcing

International transport and the movement of goods

INCOTERMS (ICC 2010)

Financial risk management

Export costing and payment

Import and Export documentation and legal procedures

Legal aspects of international trade and effective international agents and traders

Course Certificate:

International Center for Training & Development (ICTD) will award an internationally recognized certificate(s) for each delegate on completion of training.

Course Methodology:

A variety of methodologies will be used during the course that includes:

- (30%) Based on Case Studies
- (30%) Techniques
- (30%) Role Play
- (10%) Concepts
- Pre-test and Post-test
- Variety of Learning Methods
- Lectures
- Case Studies and Self Questionnaires
- Group Work
- Discussion
- Presentation

Course Fees:

To be advised as per the course location. This rate includes participant's manual, and-Outs, buffet lunch, coffee/tea on arrival, morning & afternoon of each day.

Course Timings:

Daily Course Timings:

08:00 - 08:20	Morning Coffee / Tea
08:20 - 10:00	First Session
10:00 - 10:20	Coffee / Tea / Snacks
10:20 - 12:20	Second Session
12:20 - 13:30	Lunch Break & Prayer Break
13:30 - 15:00	Last Session