

Learning Objectives

International Trade Research Course Objectives

- Describe the importance of well-planned and efficient research for guiding and promoting company activities
- Develop research objectives that are compatible with corporate business objectives
- Select suitable methods of acquiring data
- Analyze and present researched data effectively
- Based on research information, identify and evaluate international trade opportunities

Chapter 1: The Importance of International Trade Research—Increasing the chances of international business success

- Understand the benefits of timely and appropriate research
- List the applications of international trade research
- Explain how international trade research can contribute to strategic planning

Chapter 2: Market and Competitive Intelligence—Studying markets and competitors

- Define market intelligence
- Explain how market intelligence can be used to further the business goals of a company
- Define competitive intelligence
- Discuss the ethics of collecting competitive intelligence
- Explain why competitive intelligence is a vital component of market-research initiatives

Chapter 3: The Research Process—Creating an effective research plan

- Design a basic research plan
- Understand the importance of planning research
- Implement the different stages of a research project
- Estimate budgets and time requirements to complete a research project
- Identify skills required for planning and conducting research

Chapter 4: Research Objectives—Specifying the direction of a research program

- Generate research objectives that map to business objectives
- Identify key research issues for companies seeking export opportunities
- Identify key research issues for companies seeking import opportunities
- Identify key research issues for companies seeking foreign investment

Chapter 5: Data Sources—Determining research design and where to obtain information

- Distinguish between primary and secondary data sources
- List primary and secondary data sources
- Explain the circumstances in which primary or secondary data will take precedence
- Understand factors specific to international trade that the research has to take into account
- Map research objectives to data sources

Chapter 6: Data Collection—Designing tools for gathering research

- Design the most suitable techniques for primary-data collection
- Recommend data-collection strategies for market intelligence and competitive intelligence
- Evaluate alternative data-collection techniques for effort and cost

Chapter 7: Data Analysis and Presentation—Making the business case

- Explain the role of basic statistics in analyzing research results
- Perform quantitative and qualitative analysis of research data
- Summarize and analyze research data
- Prepare written reports and presentations that summarize findings

Chapter 8: Applications of Trade Research—Guiding company activities

- Explain how market intelligence can be applied to product development
- Explain how market intelligence can be applied to developing marketing strategies
- Describe how market intelligence can help assess new opportunities

Chapter 9: Supporting Technologies—Implementing an information management system

- List the features of an effective information management system
- Organize research information effectively
- Explain how the costs and effort involved with gathering data can be reduced