

Course Description

FITTskills: *International Marketing* introduces an essential component of international trade: effectively marketing products and services in the global market. Advances in technology, such as the Internet and telecommunications, now allow small- to medium-sized businesses to successfully pursue international marketing. How do these companies achieve a sustainable competitive advantage in the global market? Profitable companies have researched their target audience—they know who they are, what they need, what they believe and what they are prepared to buy.

If your company attempts to sell its products or services internationally without knowing its target audience and competitors, your company's chances of making a profit are slim. Research is integral to success in the international market. By the end of this course, you will know what to research and where to begin. If you have already started your international marketing research, this course will ensure you are going in the right direction. If your company is already participating in international trade, but with little profit, this course will help you determine where you need to focus your time and money to achieve success in international trade.

It is important to know how your domestic and international markets differ. The marketing principles remain the same, but how you approach your international customer is dependent on cultural, political, legal and regulatory factors. Profitable international marketing is all about using the right promotional strategies for your target audience. These can range from traditional print-based advertising to the latest web-based advertising tools. You will need to learn which pricing strategies will work best for your company and how you can use personal selling to win and keep your global customers.

This course will guide you through the steps you need to take to prepare for selling your products or services to the international customer. One of the most important tools for achieving international success is a well-researched and evolving international marketing plan. The goal of this course is to enable you to prepare an effective international marketing plan for your company.

Whatever your objective is in attending this course—for general information, as a prospective Certified International Trade Professional (CITP), to build your career or to expand your international business links—your investment of time and effort in attending this course will be worthwhile. It will undoubtedly lead to more effective strategic decision making and will enable you to consider all of the potential challenges of investing in international markets.