

FITTskills Seventh Edition — Workshop Syllabus

Workshop: Marketing Products and Services: Attracting International Customers

Workshop Description:

This workshop provides information about how to plan and implement international marketing activities. The marketing functions described in this workshop also apply to domestic markets, but this workshop will focus on how they apply in an international setting.

The workshop begins by examining whether or not products and services need to be adapted for an international market, and if so, how. From there, it moves on to examine how to develop a strategy for dealing with competitors, as well as a pricing strategy, and how to build an international brand. Finally, this workshop explores how to develop a promotional strategy.

This is the first of three workshop for the course *International Sales and Marketing*. Each workshop explores a facet of securing an international customer base.

FITTskills Program:

The *Marketing Products and Services* workshop is a key workshop in the Seventh Edition of the FITTskills Program, which has been designed for the independent self-directed learner who is an international trade practitioner with a minimum of two to five years of experience. The FITTskills Program has been developed so that you as a practitioner can ensure you have all the competencies required to take advantage of international trade opportunities.

Pre-Requisites:

- It is recommended that you have the required learning from the *Feasibility of International Trade* course prior to beginning the *Marketing Products and Services* workshop. You can complete the course *Feasibility of International Trade* or self-assess your knowledge of its content by reviewing the learning outcomes for the course.
- The *Marketing Products and Services* workshop assumes you have the necessary basic business and trade knowledge and skills needed for domestic trade, as these fundamentals are not covered in the FITTskills Program.

Workshop Learning Outcomes:

Upon successful completion of this workshop, you will be able to:

1. Design, implement and analyze results of market research related to potential customers' needs and value perceptions to support decisions on adaptation of products and services for a specific international market.
2. Develop a competitive strategy that aligns with the organization's market entry strategy and contributes to sales and marketing objectives by taking advantage of organizational strengths, competitors' weaknesses and opportunities in the target market.
3. Develop a pricing strategy that maximizes profits and achieves business objectives by penetrating a market, building market share or positioning a product or service within a market to attain business objectives.
4. Develop a branding strategy and identity that promotes the organization's promise to its customers and makes its products and services stand out from those of competitors.
5. Promote the brand, products and services based on a strategy that incorporates effective tools and culturally appropriate messages to create awareness and demand in the target market.
6. Implement marketing strategies that meet the legal requirements of the target market.
7. Develop an international sales and marketing plan to guide activities related to customer communications, branding, pricing, promotion of products and services, and sales.

Schedule:

You can begin any time. Learners must complete the workshop within one month of registration.

Workshop Format:

You have one month to work through the self-led workshop and complete the final assessment at your own pace. You'll receive your topic-specific textbook in eBook format. At the end of your learning, you can write the summative exam for the workshop.

Registration in this workshop provides you with access to additional learning resources, such as guiding notes, case studies, sample exam questions and the answers to the exercises in the textbook. These additional resources provide you with an opportunity to apply your learning and verify your progress. Although access to these resources are provided, the only requirement to complete the workshop is successfully passing the exam.

Marketing Products and Services – Workshop Syllabus

Learning resources:

The workshop includes extensive content about international sales and marketing as an integral part of international trade. It also offers:

- An initial checklist for you to ‘Reflect on Your Experience’ to help you decide which sections you need to spend most time on, and where you may have previous learning
- Case examples that demonstrate innovative and good business practices, global examples and lessons from the field
- Many sample documents to illustrate requirements and good practice within the global value chain
- Sections that help you to consolidate and apply your learning at the end of each unit
- Opportunities for extended learning at the end of each unit to broaden the scope of your application, and to help you relate the learning to specific situations
- A list of ‘Recommended Resources’ for additional reading and learning on the topics

Assignments & Formative Assessments:

In addition to the sections in each unit to help you apply your learning and to extend your learning to various situations, there is a Final Check at the end of the module. This multiple-choice quiz for the workshop provides sample questions and answers for you to prepare for the summative exam. These questions have also been provided as an interactive quiz on the learning platform.

Summative/Final Assessment:

Once you are ready, you can write the workshop evaluation. This is a standardized open-book exam consisting of 26 multiple choice questions. Learners must complete this exam online within two hours. You can write your exam at any time as long as it is done before the deadline.

To access the examination:

1. Go to www.FITTforTrade.com
2. Under SIGN IN, enter your FITT ID and password
3. Click the **FITT Students** menu (left-vertical menu), then **Online Exam Centre** and then **Login now to begin your exam**—this will redirect you to the online exam center

A credit is awarded when learners achieve a ‘pass’ or ‘pass with distinction’ grade on the exam. These credits count towards obtaining FITT business credentials.

Pass with Distinction	PWD	85% or higher
Pass	P	65%-84%
Fail	F	64% or less

FITT Educational and Professional Credentials:

FITT offers three international business credentials based on the global trade competencies acquired through the FITTskills Program. The credentials are proof of an individual's level of knowledge and expertise in global trade. Each is achieved based on the following criteria:

FITT Certificate in International Trade

Presented to individuals who have successfully completed any three FITTskills courses, or equivalency thereof (3 credits). *Note: Successful completion of a workshop will earn learners a partial credit towards the course the workshop derives from.*

FITT Diploma in International Trade

Presented to individuals who have successfully completed all six FITTskills courses, or equivalency thereof (6 credits). *Note: Successful completion of a workshop will earn learners a partial credit towards the course the workshop derives from.*

Certified International Trade Professional (CITP®|FIBP®) designation can be applied for by individuals who have:

- Earned their FITT Diploma
- Achieved FITT's practical work experience requirement of at least one full year
- Endorsed the CITP®|FIBP® Standards of Ethical Conduct
- Committed to ongoing professional development in the discipline of international business

Policies:

1. **Deferral Policy:** A request for an assessment deferral must be submitted to FITT in advance of the assessment deadline. Students may request a deferral for up to 30 days at one given time. A maximum of three (3) deferrals per assessment is permitted. This deferral policy applies to all FITT assessments and rewrite assessments. You can request a deferral by completing an **Assessment Deferral Form**.
2. **Rewrite Policy:** You are eligible to re-write a failed FITTskills assessment within 90 days of the original deadline. There is no limit to the number of times an assessment can be re-written. However, each re-write must take place within 90 days of the previous rewrite deadline, and there is a fee of \$100 plus applicable taxes per re-write. You can request to re-take an assessment by completing an **Assessment Registration Form**.
3. **Non-Disclosure Agreement:** The answers to the exercises, case studies and final check questions are confidential and proprietary. You are expressly prohibited from disclosing,

publishing, reproducing, or transmitting the content, or substantially similar content, of this document, in whole or in part, in any form or by any means, verbal or written, electronic or mechanical, for any purpose. By registering in this workshop, you agree not to disclose, publish, reproduce, or transmit the content, or substantially similar content, of this document, in whole or in part, in any form or by any means, verbal or written, electronic or mechanical, for any purpose. Violators will be prosecuted.

4. **Printing of Material:** Printing is for personal, private use only. No part of the material on this platform may be reproduced or transmitted without FITT's prior permission. Violators will be prosecuted.

Table of Contents

FITTSkills Marketing Products and Services: Attracting International Customers

Getting Started

Forward

What's New

Course/Module Learning Outcomes

The Modular Approach

Reflect on Your Experience

Cross-Modular References

Apply Your Learning

Extended Learning

Recommended Resources

Background: International Sales and Marketing

Organization of Text

Course Learning Outcomes

Module—Marketing Products and Services: Attracting International Customers

Introduction

Module Learning Outcomes

Reflect on Your Experience

Unit 1: Adapting Products and Services

Why Is This Important?

Adaptation Options

Market Research

Defining the Customer

Perceived Value of Products

Perceived Value of Services

Value Proposition Statements

Enhancing Perceptions of Value

Growth Hacking

Adaptation Decisions

Apply Your Learning

Extended Learning

Unit 2: Developing a Competitive Strategy

Why Is This Important?

Gathering Information About the Competition

Assessing Organization's Strengths and Weaknesses

Factors to Consider

Positioning Statement

Apply Your Learning

Extended Learning

Unit 3: Developing a Pricing Strategy

Why Is This Important?

The Organization's Objectives

International Pricing Constraints

Currency

Distribution Channels

Costs of International Trade

Pricing Strategies

Proximity to Borders

Pricing of Services

Apply Your Learning

Extended Learning

Unit 4: Developing a Branding Strategy

Adjusting the Brand

Conditions Needed for Successful Branding

Brand Identity

Protecting the Brand

Global Branding

Apply Your Learning

Extended Learning

Unit 5: Developing Promotional Strategies

Why Is This Important?

Requirements of Promotions

Promotional Tools

Resources in International Markets

The 4 Es Approach

Developing the Promotional Message

Apply Your Learning

Extended Learning

Unit 6: Writing a Sales and Marketing Plan

Why Is This Important?

A Planning and Implementation Framework for International Sales and Marketing

Market Research Players

Marketing Products and Services – Workshop Syllabus

Contents of an International Sales and Marketing Plan

Apply Your Learning

Extended Learning

Module Summary

Final Check

Recommended Resources

Glossary

Appendices

Appendix A: Template for an International Sales and Marketing Plan

Appendix B: Template for a One-Page Marketing Plan

Notes