

FITTskills Edition 7.3 — Course Syllabus

Course: International Sales and Marketing

Course Description:

The *International Sales and Marketing* course emphasizes marketing as key in ensuring an organization's product or service is seen to fit the needs and interests of an international target market. While marketing can create the demand, an effective sales strategy is essential to profit from this demand. This course details considerations an organization must make when promoting and selling products and or services beyond its domestic borders.

The *International Sales and Marketing* course is a key course in Edition 7.3 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.

Modules in this Course:

MARKETING PRODUCTS AND SERVICES: Attracting International Markets
SELLING TO INTERNATIONAL MARKETS: Sales Channels, Negotiation and Follow-Up
E-COMMERCE: Using Digital Technology to Access International Markets

Pre-Requisites:

- It is recommended that you have the required learning from the *Feasibility of International Trade* course prior to beginning the *International Sales and Marketing* course. 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 *International Sales and Marketing* course 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.

Course Learning Outcomes:

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

1. Adapt products and services for the specific international market being targeted.
2. Develop an international brand that appeals to the values and preferences of the target market.
3. Develop an international sales and marketing plan to fulfill the market entry and competitive strategies.
4. Promote the brand and its identified products and services to create demand in the designated market.
5. Establish effective sales channels, pricing strategy and sales agreements within legal and regulatory requirements to minimize risks while ensuring benefits to all parties.
6. Provide efficient delivery of purchases and customer support to encourage future sales.
7. Develop an e-commerce operation that benefits from advantages of digital technology to increase reach, decrease costs and enhance customer experience.

When you begin the course, you will find there are also detailed learning outcomes for each of the three modules in the course.

Schedule:

You can begin any time. Learners must complete the course within three months of registration.

Course Format:

You have three months to work through the self-led course 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 course.

Registration in this course 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 course is successfully passing the exam.

Learning resources:

The course 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 of each module
- Opportunities for extended learning at the end of each unit of each module 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 each module. This multiple-choice quiz for the module 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 course evaluation. This is a standardized open-book exam consisting of 45 multiple choice questions. Learners must complete this exam online within three 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

For the course *International Sales and Marketing*, you have the option of completing a course project instead of the exam. The project for this course involves various steps to develop and submit an International Sales and Marketing Plan. To obtain more information, reference the

International Sales and Marketing – Course Syllabus

document *International Sales and Marketing – Project Requirements*. Please advise info@fitt.ca if your preference is to complete the project instead of the online exam. You cannot complete both options.

A credit is awarded when learners achieve a ‘pass’ or ‘pass with distinction’ grade on either the exam or the project (see table). 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)

FITT Diploma in International Trade

Presented to individuals who have successfully completed all six FITTskills courses, or equivalency thereof (6 credits)

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 course, 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 International Sales and Marketing

Getting Started

Forward

Features

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

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

Module—Selling to International Markets: Sales Channels, Negotiation and Follow-Up

Introduction

Module Learning Outcomes

Reflect on Your Experience

Unit 1: Establishing Sales Channels to International Markets

Why Is This Important?

Sales Channel Players

Sales Channels Used by Exporters Selling Directly to End-Users

A Merging of Sales Channel Roles

Alternate Sales Channels

Selecting Sales Channels

Barriers to Market Access

Managing Channel Partners

Sources of Help for Establishing Sales Channels

Laws Affecting Sales

Apply Your Learning

Extended Learning

Unit 2: Conducting Sales and Follow-Up

Why Is This Important?

Preparing for Sales

Sales Presentations

Taking Orders

Monitoring Delivery of Products and Services to Customers

After-Sales Support
Collecting and Analyzing Customer Information
Apply Your Learning
Extended Learning

Unit 3: Negotiating Terms for International Contracts

Why Is This Important?
Preparing for Negotiations
During Negotiations
After Negotiations
Apply Your Learning
Extended Learning

Module Summary

Final Check
Recommended Resources
Glossary

Appendices

Appendix A: Questions to Guide Selection of Sales Agents

Notes

Module—E-Commerce: Using Digital Technology to Access International Markets

Introduction
Module Learning Outcomes
Reflect on Your Experience

Unit 1: Understanding the Context of E-Commerce

Why Is This Important?
What Is E-Commerce?
Benefits of E-Commerce
The E-Commerce Environment
Unique Challenges to E-Commerce
Apply Your Learning
Extended Learning

Unit 2: Establishing E-Commerce Operations

Why Is This Important?
Identify E-Commerce Requirements
Using an Integrated E-Commerce Model

International Sales and Marketing – Course Syllabus

Localizing Sites for International Markets
Assessing Organizational Readiness and Identifying Gaps
Internal Versus Outsourced
Setting Up an E-Commerce Operation
Testing Functionality and Launch
Apply Your Learning
Extended Learning

Unit 3: Marketing with Digital Technology

Why Is This Important?
Digital Marketing Methods
Apply Your Learning
Extended Learning

Module Summary

Final Check
Recommended Resources
Glossary

Notes