



Forum for International Trade Training

## Products and Services for a Global Market Course Description & Learning Outcomes

### Course Description

The course *Products and Services for a Global Market* addresses the necessity that products and services sold or traded internationally may require modification. This course addresses differences in regulatory, legal, cultural and consumer/client requirements that might result in the need to conform to these requirements by adapting products and services. Organizations need to analyze how these differences may impact the cost, product design, packaging, labeling, product testing, and service delivery. They must then develop strategies to maintain a competitive edge when adapting or customizing products and services for an international target market.

The *Products and Services for a Global Market* course is a key course 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:*

**PRODUCT DEVELOPMENT:** From Idea to International Marketplace

**SERVICE DEVELOPMENT:** International Trade in Services

Note: The *Products and Services for a Global Market* 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, learners will be able to:

1. Consider design options and implement good development and testing processes in order to establish a competitive advantage when developing or adapting products for international target markets.
2. Develop products for the international market based on customer specifications and regulations to maximize output and minimize costs and risks.
3. Adapt or customize a product in a cost-effective manner to meet target markets' regulatory, legal, and cultural needs, minimize risk, and comply with buyer requirements.
4. Develop well-defined and/or customized service offerings to maximize the competitive advantage for the organization while addressing target market needs, as well as regulatory, legal and cultural requirements.

## Textbook Contents

### Module—Product Development: From Idea to International Marketplace

#### *Unit 1: Product Development and Adaptation*

Defining the Product Development and Adaptation Process  
 Reasons for Product Development and Adaptation  
 The Stages of Product Development and Product Adaptation  
 Developing New Products  
 Adapting Products  
 Customizing Products  
 The Service-Product Relationship  
 Managing Disruptive Technologies

#### *Unit 2: Regulatory Compliance*

Regulatory Compliance  
 Regulatory Compliance Practices

#### *Unit 3: Intellectual Property Protection*

Types of Intellectual Property Protection  
 Mitigating Intellectual Property Risk  
 Trends in Intellectual Property Protection  
 Intellectual Property Infringement

#### *Unit 4: Product Liability*

Product Liability and Responsibility  
 Recognizing the International Scale of Product Liability  
 Managing Liability and Damages  
 Mitigating Product Liability

### Module—Service Development: International Trade in Services

#### *Unit 1: Service Development Factors*

Types of Services  
 The Service-Product Relationship

Service Delivery Modes

Regulations

Market Research

Intellectual Property Protection

***Unit 2: Service Development and Design***

Service Characteristics

Reasons for Service Development

Service Development Process

Operational Strategies and Performance Indicators

Service Features

Service Adaptation and Customization

Standardized Services

Disruptive Innovation

Preparing a Service Description

Strategic Alliances

Responding to Requests for Proposals

Relationship Marketing

Developing a Plan