

FITTskills for Manitoba Powered by World Trade Centre Winnipeg 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 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 has been developed so that you, as an international practitioner can ensure you have all the competencies required to take advantage of international trade opportunities.

Modules in this Course:

This course includes three modules, each broken down into units. While these modules represent a process, they are meant to stand alone. Each module of the *International Sales and Marketing* course explores a phase of consideration when promoting and selling products or services beyond domestic borders. The three modules for this course are:

1. **Marketing Products and Services:** Attracting International Markets
2. **Selling to International Markets:** Sales Channels, Negotiation and Follow-Up
3. **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:

This course will be delivered over a four-week period, consisting of 4 four-hour sessions held online weekly. Following the conclusion of the course, you will have one month to complete the online FITTskills examination through FITT or complete and submit a FITTskills course project. The class in which you are enrolled will be completing either the online examination or course project (determined by your Instructor at the beginning of the course).

Course Format:

You'll receive your *International Sales and Marketing* textbook in eBook format prior to the commencement of the course. Each week you will receive the presentation deck for that week's lesson, including case studies.

Additional learning resources, such as case studies, samples exam questions and other learning exercises may be used in the course, as determined by your instructor. These additional resources provide an opportunity to apply your learning and verify your progress. Although access to these resources may be provided, the only requirement to complete the course is successfully passing the exam or project (minimum grade of 65%).

Summative/Final Assessment Options:

You must complete a formal assessment within 30 days of the course end date. The assessment can be one of two options:

1. Online FITTskills multiple-choice examination
2. FITTskills project

The option you write will be determined with your Instructor at the beginning of the course.

Online FITT examination: This assessment is an online open-book examination, consisting of 45 multiple-choice questions. There is a three-hour time limit for the online examination. The examination can be written anywhere, and at a time convenient to you, but it must be successfully completed before the assessment deadline for you to earn the course credit

FITTskills project: The project option involves the development of a Feasibility Research Report for a potential international trade initiative. This project will have the same due date as the exam, for you to complete and submit to FITT for review. Should this option be selected, you will be provided with the document *Feasibility of International Trade – Project Requirements*, which outlines what is expected in the project.

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®)

The CITP®|FIBP® designation can be applied for by individuals who have met all eligibility requirements (various pathways available)

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 for 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.

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