

# 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.

## International Sales and Marketing – Course Syllabus

---

### 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 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.

## 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 1—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

## International Sales and Marketing – Course Syllabus

---

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

# International Sales and Marketing – Course 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

## Module 2—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

# International Sales and Marketing – Course Syllabus

---

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 3—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