



Export Marketing Essentials Course Syllabus and Outline

Course: Export Marketing Essentials

Start Day: Open Entry

Meeting Days/Time: Online (Blend)

Instructor: Tekle Sebhatu, Ph.D.

Phone: (541) 672-5459

E-mail: stcintl@stcinternational.us

Prerequisite: No

Number of Modules: 4

Tuition: \$245.00



NCBFAA Educational Institute (NEI) Continuing Education Unit (CEU) credit approved:

16 Certified Export Specialist (CES)

Course Description

Export Marketing Online is designed to provide comprehensive background knowledge, conceptual understanding, tools and strategies to help companies make informed export marketing decisions and to set companies' products or services apart from the competition.

Course Learning Objectives

At the end of this course you will be able to:

- Understand the export process skill sets required, key marketing concepts and the differences
- between export marketing and domestic marketing
- Assess the value of segmentation, targeting and positioning (STP) of your product or service
- Identify export marketing research methodologies and the international marketing environment
- Incorporate the marketing mix of product, price, place (distribution), and promotion in to your marketing strategies
- Assess the different modes of export market entries, selection criteria and the planning process.
- Utilize e-exporting tools and understand contemporary issues in export marketing

You will meet the objectives listed above through a combination of the following activities in this course.

What to Expect

This course is set-up in four complete topical modules that includes lectures summary and slide shows prepared by the instructor, discussion participation, additional topical readings, and assignments with instructor assessment. Expect to spend 3 to 4 hours for each Module. You will have up to 3 months from day of registration to complete the course. You may take part in a live review/office hours sessions with the instructor and other course participants, attendance is optional.



Course Delivery

The course is taught entirely online and is designed around active participation and online interaction. This course encourages participants to share their export marketing experiences or general marketing, knowledge and business world events that support the material in each Module.

Disability Accommodation

A participant who feels they may need an accommodation for any type of disability, please contact the instructor by email: stcintl@stcinternational.us or phone: 541-672-5459.

Course Outline

Module I

Why Export Marketing? Marketing Concepts: Covers the differences between export marketing and domestic marketing, skill sets and challenges, applying major concepts— segmentation, targeting and positioning (STP). This Module will also examine selecting appropriate international marketing research methodologies, and export marketing environments.

Learning Activities: Begin by reviewing getting started, course and video page resources materials then read lecture summaries, review slide shows, read additional reading materials, participate in the discussions and complete activity. Please plan to participate in our live review/office hour (optional).

Resources

Summary Part I: Why Export Marketing? and Marketing Concepts
Slide Show Part I: Why Export Marketing? and Marketing Concepts

Lecture Summary Part II: Why Export Marketing? and Marketing Concepts
Slide Show Part II: Why Export Marketing? and Marketing Concepts

Discussion Forum

Discussion Forum I: Company Statement/Skill Sets Required and How to Improve
Discussion Forum II: Potential Countries/Challenges and Opportunities
Discussion Forum III: Product and Service Marketing
Discussion Forum IV: Pursuing Marketing Activities in Asia
Activity: Export Questionnaire (Readiness)

Recommended Readings

Additional Resource: 5 Steps Action Plan for Successful Export Marketing
Additional Resource: Marketing Strategy/Researching Foreign Markets
Additional Resource: Marketing Strategy with Philip Kolter at the London Business Forum (YouTube)
Live review/office hour (optional)



Module II

Marketing Mix (Product, Price, Place, Promotion) Strategies: Discusses product or service strategies, pricing objectives and strategies, landed cost, direct or indirect distribution channels [including the role of Export Management Companies (EMC) and Export Trading Companies (ETC)], and the different promotion mediums.

Learning Activities: Begin by reading the lecture summaries, review slide shows, read additional reading materials, participate in the discussions and complete assignment. Please plan to participate in our live review/office hour (optional).

Resources

Summary Part I: Marketing Mix Strategies

Slide Show Part I: Product and Price Strategies

Lecture Summary Part II: Marketing Mix Strategies

Slide Show Part II: Distribution and Promotion Strategies

Discussion Forum

Discussion Forum I: Product Strategy and Development Issues

Discussion Forum II: Selecting Intermediaries and Access to Distribution Channel.

Discussion Forum III: Global Advertising Campaign and Pricing Decisions

Assignment: Marketing Mix Strategies

Recommended Readings

Additional Resource: Global Marketing (Read - Evolution to Global Marketing and Elements of the Global Marketing)

Additional Resource: How to Develop an International Pricing Strategy

Additional Resource: Marketing: Channels of Distribution (YouTube)

Live review/office hour (optional)

Module III

Export Market Entry Strategies, Selection Criteria and Planning Process: Helps Identify potential target markets, modes of entering markets, finding qualified buyers, and selecting agents or distributors. This Module will also analyze various types of buyers and the factors that influence their purchasing decisions.

Learning Activities: Begin by reading the lecture summaries, review slide shows, read additional resources and participate in the discussions. Please plan to participate in our live review/office hour (optional).

Resources

Summary: Market Entry and the Planning Process

Slide Show: Market Entry and the Planning Process



Discussion Forum

Discussion Forum I: Entering New Markets

Discussion Forum II: Internationalize: Proactive or Reactive

Discussion Forum III: Importance of Strategic Plan and Market Entry

Recommended Readings

Additional Resource: Create an Export Marketing Plan

Additional Resource: Exporting Services

Additional Resource: How to Craft a Winning Market Entry Strategy: Intro (YouTube)

Live review/office hour (optional)

Module IV

E-exporting and Contemporary Issues in Export Marketing: Examines e-business, e-commerce and e-marketing as they relate to export marketing. Responding to trade leads and marketing using social media will be covered. This Module will also address contemporary issues in export marketing and cultural considerations.

Learning Activities: Begin by reading the lecture summaries, review slide shows, read additional resources and participate in the discussions. Please plan to participate in our live review/office hour (optional).

Resources

Summary: E-exporting and Contemporary Issues

Slide Show: E-exporting and Contemporary Issues

Discussion Forum

Discussion Forum I: Social Media and Trade Leads

Discussion Forum II: Your Selling Ideas

Discussion Forum III: Marketing help that is available in your area

Recommended Readings

Additional Resource: Preparing Your Business for Global e-Commerce

Additional Resource: Going Online: e-Exporting Tools for Small Businesses

Additional Resource: Social Media Marketing (YouTube)

Live review/office hour (optional)

Assessment

After completing all four Modules you are required to submit a project paper based on 10 questions provided. Instructions will be available at the end of Module IV.

This Course Topics outline is subject to change. If changes are made, you will be notified on the Announcements page of this course or by email.