

## International Market Entry Strategies - Course Overview

### Course Overview

The **International Market Entry Strategies** course focuses on how organizations successfully enter and expand into foreign markets. Participants learn how to evaluate market opportunities, assess entry risks, and select the most appropriate market entry strategies.

This course explores various entry models including exporting, licensing, joint ventures, strategic partnerships, and foreign direct investment. Participants also learn how to assess political, legal, economic, and cultural factors that influence international expansion decisions.

By the end of the course, participants will be equipped with the knowledge needed to develop strategic and sustainable market entry plans.

### Course Structure

- Evaluating international market opportunities
- Market research and market selection
- Entry strategy options for international markets
- Partnerships, alliances, and joint ventures
- Risk assessment for international expansion
- Legal, cultural, and regulatory considerations

### Course Learning Outcomes

- Evaluate potential international markets for expansion
- Compare and select appropriate market entry strategies
- Assess risks associated with entering foreign markets
- Develop strategies for partnerships and alliances
- Build a structured international market entry plan

### Course Schedule

Duration: 4 Weeks

Delivery: Live Online

- 4 instructor-led sessions
- Each session is 4 hours
- Weekly interactive classes

## Course Materials & Resources

Participants will receive the **International Market Entry Strategies** textbook in eBook format prior to the course start.

- Additional learning resources may include:
  - Case studies
  - Practice exam questions
  - Applied exercises
  - Instructor-led discussions

## Final Assessment

Online FITTskills Examination

- Open-book online exam
- 45 multiple-choice questions
- 3-hour time limit

Participants will have **30 days** after the course ends to complete the required assessment.

## Grading

Pass with Distinction: 85% or higher

Pass: 65% – 84%

Fail: 64% or lower

Successful completion earns a FITTskills course credit that contributes toward FITT international business credentials.