

## International Sales and Marketing – Course Overview

### Course Overview

The **International Sales and Marketing** course focuses on the strategies organizations use to promote and sell products and services in global markets. Participants learn how to develop international marketing strategies, manage international sales channels, and adapt marketing approaches to different cultural and economic environments.

The course explores branding, promotion, pricing, and distribution strategies that support successful international sales growth.

By the end of the course, participants will understand how to design and implement effective global marketing and sales strategies.

### Course Structure

This course includes one module divided into units focused on international marketing and sales practices.

Topics include:

- International marketing strategy development
- Market segmentation and positioning
- Branding and promotion in global markets
- Distribution channels and sales management
- Cultural considerations in international marketing
- Digital marketing in international markets

### Course Learning Outcomes

Upon successful completion of this course, participants will be able to:

- Develop international marketing strategies for products and services
- Identify appropriate target markets and customer segments
- Select effective distribution channels and sales strategies
- Adapt marketing campaigns for different international markets
- Evaluate marketing performance in global environments

### Course Schedule

Duration: 4 Weeks

Delivery: Live Online

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

### 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.

### Course Materials & Resources

Participants will receive the **International Sales and Marketing** textbook in eBook format prior to the course start.

Additional learning resources may include:

- Case studies
- Practice exam questions
- Applied exercises
- Instructor-led discussions

### 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.