

Products and Services for a Global Market – Course Overview

Course Overview

The **Products and Services for a Global Market** course focuses on how organizations develop and adapt products and services to succeed in international markets.

Participants explore product development, design, branding, packaging, and compliance considerations required for global trade. The course also examines how cultural, regulatory, and market differences influence product and service strategies.

By the end of the course, participants will understand how to develop globally competitive products and services that meet the needs of international customers.

Course Structure

This course includes one module divided into units that explore global product and service development.

Topics include:

- Product and service development for international markets
- Global branding and positioning
- Packaging, labeling, and regulatory compliance
- Product adaptation for different markets
- Quality management and international standards
- Innovation strategies for global competitiveness

Course Learning Outcomes

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

- Develop products and services suited for international markets
- Evaluate branding and positioning strategies globally
- Identify regulatory and compliance requirements
- Adapt product design and packaging for different markets
- Implement quality and innovation strategies for global competitiveness

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 **Products and Services for a Global Market** textbook in eBook format prior to the start of the course.

Additional resources may include:

- Weekly presentation slides
- Case studies and real-world trade scenarios
- Sample examination questions
- Interactive learning exercises

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.