

E-commerce: Using Digital Technology to Access International Markets

Workshop Overview

E-commerce has become a key, or in some cases the sole, component of an organization's international trade strategy. Many businesses now consider the Internet the default tool with which to source, market and sell products and services. They leverage their e-commerce platform to optimize their supply chain, enhance the agility of operations and improve business productivity. E-commerce has evolved into an important channel for engaging with- and gathering data about-the needs, wants and expectations of customers across the globe. A well-deployed e-commerce platform provides the ability to fulfill ever-changing customer demands in a timely manner, which is an important competitive advantage.

This workshop addresses the current state of information and communication technology and its impact on e-commerce and digital marketing. The final unit in the workshop describes the key components of an e-commerce operation and recommended practices for establishing successful e-commerce operations.

Workshop Structure

Module 3 of the International Sales and Marketing course.

This is the third of three workshops for the course International Sales and Marketing. Each workshop explores a facet of securing an international customer base.

This workshop can be completed as a stand-alone learning module within the FITTskills framework.

Workshop Details

Workshop Fee: USD 500

Workshop Duration: 4 hours

What's Included

- Workshop eBook
- Video resources
- Guiding notes to facilitate tracking of key concepts
- Case studies offering real-life examples
- Sample exam questions to demonstrate exam format and help you practice for your final assessment
- Access to the multiple-choice online exam
- Essential international trade skills to help you compete in today's integrated global marketplace

Workshop Learning Outcomes

Upon completion of this workshop, participants will be able to:

- Describe the ever -changing digital environment in which e -commerce exists and its impact on operational needs, capabilities, opportunities and challenges.
- Describe digital marketing methods organizations can use in combination with other marketing methods and integrate into their international sales and marketing plan.
- Describe the elements to consider in the design of an efficient and effective e - commerce operation, including the ability to integrate with other systems within an organization, localize for each target market and accommodate growth.
- Assess organizational readiness to set up and support an e -commerce operation serving international markets.
- Set up an e -commerce operation using components and practices that provide a storefront, a shopping cart and payment options, minimize security and privacy risks, are user friendly, and provide timely customer support and delivery.