

Marketing Products and Services: Attracting International Customers

Workshop Overview

This workshop provides information about how to plan and implement international marketing activities. The marketing functions described in this workshop also apply to domestic markets, but this workshop will focus on how they apply in an international setting. The workshop begins by examining whether or not products and services need to be adapted for an international market, and if so, how. From there, it moves on to examine how to develop a strategy for dealing with competitors, as well as a pricing strategy, and how to build an international brand. Finally, this workshop explores how to develop a promotional strategy.

Workshop Structure

Module 1 of the International Sales and Marketing course.

This is the first of three workshop 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:

- Design, implement and analyze results of market research related to potential customers' needs and value perceptions to support decisions on adaptation of products and services for a specific international market.

- Develop a competitive strategy that aligns with the organization’s market entry strategy and contributes to sales and marketing objectives by taking advantage of organizational strengths, competitors’ weaknesses and opportunities in the target market.
- Develop a pricing strategy that maximizes profits and achieves business objectives by penetrating a market, building market share or positioning a product or service within a market to attain business objectives.
- Develop a branding strategy and identity that promotes the organization’s promise to its customers and makes its products and services stand out from those of competitors.
- Promote the brand, products and services based on a strategy that incorporates effective tools and culturally appropriate messages to create awareness and demand in the target market.
- Implement marketing strategies that meet the legal requirements of the target market.
- Develop an international sales and marketing plan to guide activities related to customer communications, branding, pricing, promotion of products and services, and sales.