

Setting Up an Export Marketing Strategy



SUMMARY

This course introduces the ways in which export marketing forms a vital component of the export development process. Small enterprises need to craft their messages appropriately, in order to be perceived in the way they want by their customers. This is achieved by adopting a strategy based on the export marketing process, and by adhering to certain key principles.

TARGET AUDIENCE AND OBJECTIVES

This course is primarily aimed at staff members and managers working in SMEs.

AT THE END OF THIS COURSE, PARTICIPANTS WILL BE ABLE TO:

- Use a structured decision-making process; and
- Make strategic decisions for export marketing

CERTIFICATION



Participants who meet the course requirements will receive a Certificate of Achievement issued in electronic format. The certificate is verifiable through the SME Trade Academy.

COURSE STRUCTURE

- Lecture 1: Introduction to Export Marketing
- Lecture 2: A Marketing Strategy for Exports
- Case Study 1: Urvashi Perfumes
- Lecture 3: The Export Marketing Process
- Case Study 2: SoleRebels

REGISTRATION



Interested participants can register to this course by going to the SME Trade Academy website at:

learning.intracen.org

Once on the website, simply create a new account, input your information, and sign up to the course.

Sample course slide

