# INTERNATIONAL MARKETING, EXPORT SALES & GLOBAL MARKET DEVELOPMENT COURSE

## Introduction

International Marketing, Export Sales & Global Market Development is an executive-level programme designed to equip marketing, sales, business development and senior management professionals with the strategic capabilities required to identify, enter, develop and compete successfully in international markets. As organizations expand beyond domestic markets, they encounter different customer preferences, competitive environments, regulatory systems, cultures, currencies, distribution structures and commercial practices. International expansion therefore requires more than simply exporting an existing product or service. Organizations need to understand which markets to enter, how to position their offerings, how to reach customers, how to manage international sales and how to build sustainable market presence. The programme examines the complete international market-development process, beginning with global market intelligence, country and market attractiveness analysis, international segmentation and opportunity identification. Participants then explore market-entry strategies, international positioning, export sales, distribution channels, pricing, negotiation and cross-cultural marketing. Particular attention is given to export readiness, international customer acquisition, distributors and agents, B2B international selling, trade documentation, payment and commercial risks, foreign exchange considerations and international relationship management. The programme also addresses digital globalization. Participants examine how e-commerce, digital marketing, international SEO, social selling, virtual business development and digital customer engagement can help organizations reach international customers without relying exclusively on traditional physical market-entry models. The overall objective is to help organizations develop practical global market-development strategies that balance growth opportunities with commercial, operational, regulatory and market risks.

## Course Objectives

- Understand the strategic foundations of international marketing.
- Analyze international markets and identify attractive export opportunities.
- Conduct country, industry and competitor analysis.
- Segment international customers and markets effectively.
- Assess organizational export readiness.
- Develop appropriate international market-entry strategies.
- Adapt products, services and value propositions for international markets.
- Develop international pricing and distribution strategies.
- Build effective export sales and international business-development processes.
- Manage international distributors, agents and strategic partners.
- Apply cross-cultural communication and negotiation skills.
- Understand key export documentation and international trade processes.
- Identify major commercial, currency and market risks.
- Use digital channels to support international customer acquisition.
- Develop sustainable global market-development and expansion strategies.

## Course Modules

### > Module 1: Foundations of International Marketing & Global Business

- Evolution and strategic importance of international marketing
- Globalization and international business environments
- Domestic versus international marketing
- Developing a global marketing orientation

### > Module 2: Global Business Environment & International Market Dynamics

- Political, economic, social and technological global forces
- International business environment analysis
- Globalization, regional integration and market interdependence
- Assessing opportunities and challenges in international markets

### > Module 3: International Market Intelligence & Opportunity Analysis

- Global market research and intelligence
- Country and industry attractiveness analysis
- Competitor and market-structure analysis

- Identifying and prioritizing international opportunities

**> Module 4: Country Risk, Market Attractiveness & Global Opportunity Assessment**

- Country market screening and attractiveness models
- Political, economic and commercial risk assessment
- Market size, growth potential and competitive intensity
- International market prioritization and selection

**> Module 5: International Segmentation, Targeting & Positioning**

- International market segmentation
- Global customer profiling and buyer personas
- International targeting strategies
- Global positioning and differentiation

**> Module 6: Global Customer Intelligence & International Value Positioning**

- International customer needs and buying behaviour
- Cultural and Behavioural segmentation
- Developing international customer profiles
- Creating differentiated global value propositions

**> Module 7: International Market Entry Strategies**

- Exporting and indirect market entry
- Agents, distributors and strategic partnerships
- Licensing, franchising and joint ventures
- Direct investment and international expansion considerations

**> Module 8: Market Entry Planning, Partnerships & International Expansion**

- Evaluating alternative market-entry models
- Selecting international partners and intermediaries
- Entry-mode risk, investment and control considerations
- Developing international market-entry plans

**> Module 9: Global Product, Brand & Value Proposition Management**

- Product and service adaptation for international markets
- Global versus localized branding
- International value proposition development
- Managing brand consistency across markets

**> Module 10: International Product Strategy, Innovation & Brand Localization**

- Global product portfolio management
- Product adaptation and localization decisions
- International brand architecture and identity
- Innovation for diverse international markets

**> Module 11: International Pricing, Distribution & Channel Management**

- International pricing strategies
- Currency, cost and market considerations
- International distribution channels
- Distributor and agent performance management

**> Module 12: Global Channel Strategy, Pricing Risk & Commercial Optimization**

- Designing international channel structures
- Distributor selection, governance and performance
- Managing currency and cost pressures in pricing
- Channel profitability and commercial optimization

**> Module 13: Export Sales & International Business Development**

- International prospecting and lead generation
- Export sales processes and opportunity management
- B2B international selling and account development
- International sales pipeline and revenue management

**> Module 14: International Account Management & Export Revenue Growth**

- Strategic international account development
- Building relationships with global buyers
- Cross-selling, up-selling and market expansion
- Managing international sales performance and revenue growth

**> Module 15: Cross-Cultural Marketing, Communication & Negotiation**

- Culture and international consumer behaviour
- Cross-cultural communication
- International business negotiation
- Managing cultural differences in customer relationships

**> Module 16: Global Relationship Management & International Commercial Negotiation**

- Cultural intelligence in international business
- Managing communication across cultural contexts
- Negotiating with international customers and partners
- Resolving cross-cultural commercial conflicts

**> Module 17: International Trade Operations, Compliance & Commercial**

- Export documentation and trade processes
- International payment methods and commercial terms
- Regulatory, compliance and market-entry considerations
- Foreign exchange, credit and international commercial risks

**> Module 18: International Trade Finance, Compliance & Risk Management**

- Letters of credit and international payment mechanisms
- Trade finance and working-capital considerations
- International trade compliance and regulatory requirements
- Managing foreign exchange, counterparty and country risks

**> Module 19: Digital Global Marketing & International Customer Acquisition**

- Digital marketing for international customer acquisition
- E-commerce and international digital sales
- International SEO, content marketing and social selling
- Digital customer engagement across global markets

**> Module 20: Global Market Analytics, Sustainable Growth & International Expansion**

- International market analytics and performance measurement
- Global sales and marketing KPIs
- Sustainable international market-development strategies
- Developing long-term global expansion and growth plans



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