



Forum for International
Trade Training

FORUM FOR INTERNATIONAL TRADE TRAINING

FITTSKILLS TRAINING SCHEDULE

INSTRUCTOR: Leroy Lowe, CITP

WEEK ONE: INTERNATIONAL MARKETING						
						AUGUST 22-26, 2016
	09:00 – 10:20	10:35 – 12:20	12:20 – 13:30	13:30 – 15:25	15:25 – 15:45	15:45 – 16:30
MONDAY August 22	Introductions and Context	Principles of Marketing	P R A Y E R A N D L U N C H	Domestic vs International	P R A Y E R	Discussion/Review
TUESDAY August 23	Target Market Research	Promotional Strategies		E-Marketing		Discussion/Review
WEDNESDAY August 24	Cultural Considerations	Political, Legal, Regulatory		Product Adaptation		Discussion/Review
THURSDAY August 25	Product Distribution	Product Pricing		Market Penetration		Discussion/Review
	09:00 – 10:20	10:35 – 11:30	11:30 – 13:00	13:00 – 15:25	15:25 – 15:45	15:45 – 16:30
FRIDAY August 26	International Marketing Plan	International Marketing Plan	P R A Y E R A N D L U N C H	International Marketing Plan	P R A Y E R	Discussion/Review