

COURSE: Global Strategy Development

LENGTH OF COURSE: Two days

LEARNING OBJECTIVES: To understand:

- Why "going global" has become an integral part of business marketing strategies.
- Describe the principal strategies for going global.
- How to build a thriving export program.
- The major barriers to international trade and their impact on the global economy.
- Trade agreements that will have the greatest influence on foreign trade into the twenty-first century.
- Describe marketing strategies on which a small business can build a competitive edge in the marketplace.
- Discuss marketing opportunities the World Wide Web offers and how entrepreneurs can take advantage of them.
- Discuss the "four Ps" of marketing--product, place, price, and promotion--and their role in building a successful marketing strategy.
- The need for SWOT and STEP.
- How to develop and present a Global strategic strategy

Marketing slogans used for major international brands:

"Nothing Sucks Like an Electrolux" - Scandinavian Translation of English Product Slogan

"Pepsi Bring Your Ancestors Back from the Grave" - Chinese Translation of "Pepsi Comes Alive"

Shouldn't their managers have taken this course to enable them to understand Global markets?

COURSE DESCRIPTION: A course to help the manager understand how to consider, analyse and develop global strategies to assist the international development of their firm.

COURSE OUTCOME: To produce more effective sales and marketing managers with a broad understanding of the theoretical implications of global strategy development.

SUITABLE FOR: Entrepreneurs, business owners and managers, and all managers who need an understanding of the manner in which international business operates and global strategies are developed. It is particularly helpful to senior managers involved in international sales and marketing.