



Industries Commissionerate,  
Government of Gujarat  
GoG-AMA Centre for International Trade



## Certificate Programme on **International Marketing**

Batch-10

**Friday, Saturday & Sunday, December 8, 9 and 10, 2017**

9.30 a.m. to 5.00 p.m. (3 days - 18 hrs.)

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at Torrent-AMA Management Centre, Core-AMA Management House,  
Dr. Vikram Sarabhai Marg, ATIRA Campus, **AHMEDABAD.**

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This three days programme would provide essential and important knowledge for starting an Export Business. Persons already operating in Exports would be able to gain additional inputs on latest developments and practices in International Business.

**Day-1 Friday, December 8, 2017**

**Mr. S.M. Chaturvedi**

### **International Marketing in Indian Context**

Letters of Credit, UCP 600, ISBP, Types of Letters of Credit, INCO TERMS 2010 and Impact on Export Pricing, Lines of Credit, Export Documents, Commercial and Regulatory, Exchange Control Regulations and Export Organising, Naming, Location, Letterhead Stationery, Bank Account, Registration, IEC Code No., Export Promotion Councils, Chamber of Commerce, Indian Trade Promotion Organisation, Foreign Trade Policy, Incentives and Initiatives, Free Trade Agreement, Preferential Trade Agreement, Generalised System of Preferences (GSP), Global System of Trade & Preferences (GSTP), Customs and International Marketing, Government of India Initiatives, Exchange Control Regulations, Supplies to SEZ, Third Party Exports – Re-Exports – Replacement Exports – Export of Repaired Goods – Consignment Exports – Merchanting Trade

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**Day-2 Saturday, December 9, 2017**

**Mr. V. Ramsubramonian**

### **International Marketing Strategy**

Pre-requisites of International Marketing Professionals, Strategic relevance of International Marketing, An overview of International Marketing Strategy, Commodity v/s Product/Brand, Differentiation and Positioning Strategies, Management of Marketing Channels, Strategies for International Marketing of Services, International Marketing Communication Strategies, E-Marketing, Direct Marketing, Being Different.

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**Day-3 Sunday, December 10, 2017**

**Dr. R. Chandran**

**Market Research – Advertising & Branding**

Sources of Identification of Overseas Market, National Export Trade Statistics, International Trade Statistics, Trade Accounts, Market Profiling Template, Appraisal of Market, Market Reports, Advertising Strategies and Market Segment, Branding, Element of Branding Strategy, Benefits of Brands, Benefits of Brand to Customers to the Company, Appointment of Overseas Agent, Selection of Foreign Agent, Criteria for Selection of an Agent, Commission to Overseas Agent

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**Concessional fee:** Rs.2500/- per participant (Inclusive of GST). Fee includes course fee, cost of reading material, lunch and refreshment. The cheque may please be drawn in the name of 'Ahmedabad Management Association.' **If you wish to avail GST Credit, please provide your GST Number. Tax Invoice will be issued on receipt of your GSTN.**

**Minimum Requirement:** Graduation or person studying for MBA; Non-graduate should have minimum 2 years of work experience. Persons who are having Export Business and Entrepreneurs who are interested in Foreign Trade; Persons intending to start export-business only should attend. Programme will be conducted in English.

***Organiser is not responsible for changes in schedule, content, faculty, venue etc. which can happen due to circumstances beyond control. Fee once paid shall not be refunded.***

**REGISTRATION:**

Please send your registration along with participation fee to:

**Ahmedabad Management Association**

ATIRA Campus, Dr. Vikram Sarabhai Marg, Ahmedabad 380 015

**Phone:** 079-26308601-2-3-4-5

**Mobile :** 9537407187, 7069940917, 7203030990

**Fax:** 079-26305692 • **E-mail:** ama@amaindia.org

**Website:** www.amaindia.org

**Android Mobile App:** AMA-Ahmedabad amaIndia.org



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**Phone:** 079-26308601-2-3-4-5 • **Mobile:** 9537407187, 7069940917, 7203030990

**Fax:** 079-26305692 • **E-mail:** ama@amaindia.org

**Website:** www.amaindia.org

Cheque should be drawn in favour of "Ahmedabad Management Association".

**Name(s)**

**Designation:**

1.

2.

Organization:

**GST No.:**

AMA GST No.: **24AAATA 5881D1Z0**

Address:

Pin Code:

Telephone(s):

Mobile:

E-mail: