



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



Certificate Programme on **International Marketing**

Batch-18

Friday, Saturday & Sunday, March 22, 23 and 24, 2019

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

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

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, March 22, 2019

Mr. S.M. Chaturvedi

International Marketing in Indian Context

I's of International Business Management – P's of International Business Management - Indian Context – How different ? – International Marketing – Challenges of Indian Marketers – Meeting Challenges of International Marketing – Effective Tools for International Marketer from India – Country of Origin – Exim Codes – Structure of Foreign Trade Policy, Notes and Composition – Steps for Exporting – List of Countries under Free Trade Agreement, Preferential Trade Agreement – REX System – FTA & PTA – Guidelines references – Pre Export Incentives – Post export Incentives – Impact of Incentives on Export Pricing – Computation of Export Price – Modes of International Payment – Letters of Credit, Basics – Customs Concepts – Export Documentation & Procedures – Merchanted Trade – Function & Duties of International Marketers from India – Line of Credit.

Day-2 Saturday, March 23, 2019

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.

Day-3 Sunday, March 24, 2019

Mr. Suhayl Abidi

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

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: