



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



Certificate Programme on **Part I: International Marketing**

Revised Programme Batch-5
Friday, Saturday and Sunday, January 6, 7 and 8, 2017
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, January 6, 2017

Mr. L.M. Goswami

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

Day-2 Saturday, January 7, 2017

Dr. Rajendra Sharma

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

Day-3 Sunday, January 8, 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.

Concessional fee: Rs.2500/- per participant (Inclusive of Service Tax). Fee includes course fee, cost of reading material, lunch and refreshment. The cheque may please be drawn in the name of 'Ahmedabad Management Association.'

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: 079-26308602-06 • **Mobile :** 9537407187

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

Website: www.amaindia.org

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