CINPAA | INTERNATIONAL COOPERATIVE FOR TRAINING & CONSULTING

سينبا | التعاونية الدولية للتدريب والاستشارات



Training programme:

Marketing and Exporting Management

Delivered in several cities and dates

OUR INTERNATIONAL PARTNERS:

ISDE Law Business School High Performance Education
Higher Institute of Law and Business (ISDE)

Professional Development Institute
Professional Development Institute

Universidad Camilo José Cela
Camilo José Cela University

SEK EDUCATION GROUP

ISO 29993:2017 Learning services for non-formal education and training

ISO 9001:2015

Marketing and Exporting Management

About the programme:

Definitions and origins of marketing Differences between Product-led, Sales-led and Marketing-led organisations Free markets: supply and demand. External influences - what is marketing? Marketing orientation in your organisation The four Ps: Product, Pricing, Place and Promotion The extra Ps: the service marketing mix Competitive advantage and unique selling points Features, advantages, benefits (FAB): understanding your customers The Marketing process: planning, visions, missions and objectives Marketing Planning: the Marketing Audit, SWOT and planning process Segmenting and positioning in

Objectives:

Developing participants' skills, knowledge, values and professional approaches in:

a. Distinguish product-led, sales-led and market-led business approaches.

b. Develop a market segment and positioning profile using customer research.

c. Compare pricing and promotion options for a defined target market.

d. Identify the documents and responsibilities involved in an export transaction.

e. Assess buyer, seller and market risks in an export plan.

Target audience:

a. Marketing managers developing market entry plans.

b. Export sales and international business officers.

c. Business owners preparing products for overseas markets.

Daily programme:

• Day 1: Marketing orientation and the marketing mix

a. Definitions and origins of marketing and the role of supply and demand in free markets

b. Product-led, sales-led and market-led organisations compared

c. External influences on marketing and the marketing orientation of your organisation

d. The four Ps and the extended service marketing mix of people, process and physical evidence

e. Case study: assessing whether an organisation is product-led, sales-led or market-led

f. Day output: marketing mix profile for one product or service

• Day 2: Competitive advantage and marketing planning

a. Competitive advantage, unique selling points and the features, advantages and benefits method

b. The marketing process from vision and mission to measurable marketing objectives

c. The marketing audit and SWOT analysis as the basis of the marketing plan

d. Consumer behaviour, the hierarchy of needs and the reasons people buy

e. Workshop: conducting a marketing audit and SWOT for a product intended for export

f. Day output: marketing audit summary and SWOT

• Day 3: Segmentation, positioning and pricing

a. Segmenting the market and choosing a positioning for the target segment

b. Primary and secondary research, socio-economic profiling and customer data

c. The pricing process and price strategies for domestic and overseas markets

d. Customer-driven marketing strategies and how to test them before launch

e. Workshop: building a segment and positioning profile from customer research findings

f. Day output: segment and positioning profile with pricing option

• Day 4: Marketing communications and working with agencies

a. The communications mix: public relations, advertising, sales promotion and direct marketing

b. How advertising works and how to judge whether a campaign is effective

c. Briefing and getting the most from advertising and research agencies

d. Adapting promotion and messages for a defined target market abroad

e. Workshop: writing an agency brief and comparing promotion options for a target market

f. Day output: agency brief and promotion plan outline

• Day 5: Exporting: documents, risks and responsibilities

a. Introduction to exporting and the steps of an export transaction

b. Key export documents: commercial invoice, packing list and export licences

c. Risks and responsibilities of buyer and seller and how they are allocated

d. Classification of goods and an overview of customs procedures, with country examples

e. Case study: assessing buyer, seller and market risks in a first export order

f. Day output: export plan checklist with documents and risk responses

Training methods and certificates:

Our programmes are built on modern pedagogy that combines theoretical knowledge with practical application, in line with participants' needs and the demands of the workplace. Methods include:

· **Interactive workshops:** analysis of real data and group discussions that strengthen practical understanding.

· **Case studies:** examples from international organisations that highlight real successes and challenges.

· **Realistic simulations:** participants train through professional scenarios that mirror real situations requiring decisions and situation management.

· **Advanced tools and technologies:** hands-on practice with up-to-date training software and tools suited to each field.

Certificates:

On successful completion, participants receive a certificate issued by CINPAA, a training institute officially registered in the European Union, Spain and the United Kingdom.

CINPAA - Cooperative International for Training and Consulting

Our programmes are delivered within academic and professional partnerships, cooperation agreements and memoranda of understanding with a number of academic and professional institutions, including:

• Camilo José Cela University - Spain

• ISDE - Law & Business School - International

• Professional Development Institute - United Kingdom

These partnerships aim to exchange expertise, develop training content and raise programme quality in line with international best practice.

Kind regards,

International Programmes Department

"CINPAA" INTERNATIONAL COOPERATIVE FOR TRAINING & CONSULTING

Course details and registration

Course Details | Registration

Programme	**Marketing and Exporting Management**	Course Title
Language	**English**	Course Language
Venue	**Several cities and dates – see the table below**	Venue
Financial offer	**Sent separately, according to the number of participants and the delivery conditions.**	Financial Offer

Registration and confirmation:

To register, please use one of the following:

a. Complete the programme request form on our website.

b. Or send an email from your training department.

c. Or a nomination letter from your organisation.

Send your confirmation by:

Email	info@cinpaa.org
WhatsApp	+34 635 867 686

Our team is ready to advise on accommodation and logistics before and during your stay.

Planned programme dates:

City	Dates
Cairo, Egypt	01 - 05 Feb 2027
Madrid, Spain	03 - 07 May 2027
Barcelona, Spain	02 - 06 Aug 2027
London, United Kingdom	01 - 05 Nov 2027

The programme can be delivered in other cities and on other dates to suit your organisation, at the length you need. The cities are listed on the last page.

سينبا التعاونية الدولية للتدريب والاستشارات | CINPAA – International Cooperative for Training & Consulting

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Scan to save our contact

Cities where we deliver our programmes:

This programme can be delivered in any of the following cities, and elsewhere on request.

Albania Tirana, Saranda	**Australia** Sydney	**Austria** Vienna, Hallstatt, Salzburg / Zell am See	**Azerbaijan** Baku
Bahrain Manama	**Belgium** Brussels, Bruges	**Bosnia and Herzegovina** Sarajevo	**Canada** Toronto, Montreal
China Hong Kong, Shanghai, Beijing, Guangzhou	**Croatia** Dubrovnik	**Cyprus** Nicosia, Limassol, Larnaca	**Czech Republic** Prague
Egypt Cairo, Sharm El Sheikh, Alexandria, Hurghada	**France** Paris	**Georgia** Tbilisi, Batumi	**Germany** Munich, Berlin, Düsseldorf, Frankfurt
Greece Athens, Rhodes	**Hungary** Budapest	**Indonesia** Bali, Jakarta	**Ireland** Dublin
Italy Rome, Florence, Milan, Venice, Como	**Japan** Tokyo	**Jordan** Amman, Aqaba	**Kuwait** Kuwait City
Malaysia Kuala Lumpur	**Maldives** Maldives	**Mauritius** Mauritius	**Montenegro** Budva, Kotor
Morocco Casablanca, Marrakech, Tangier, Rabat	**Netherlands** Amsterdam	**Oman** Muscat, Salalah	**Philippines** Manila
Poland Krakow, Warsaw	**Portugal** Lisbon, Porto	**Qatar** Doha	**Russia** Moscow
Saudi Arabia Riyadh, Jeddah, Dammam	**Serbia** Belgrade	**Slovenia** Ljubljana	**South Korea** Seoul
Spain Madrid, Barcelona, Valencia, Alicante, Benidorm, Malaga / Marbella, San Sebastian, Granada, Cordoba, Canary Islands, Seville, Bilbao	**Switzerland** Geneva, Luzern, Zurich, Interlaken, Zermatt, Lugano	**Thailand** Bangkok, Phuket	**Tunisia** Tunis
Turkey Istanbul, Antalya, Trabzon, Bursa, Izmir, Bodrum, Antakya (Hatay)	**United Arab Emirates** Dubai, Abu Dhabi	**United Kingdom** London, Edinburgh, Manchester, Birmingham	**United States** Miami, New York, Los Angeles, Washington