

## International Business- Export Management

### Identify a New Market. Take it Global. Spring 2018

During the past 25 years, U.S. exports have made an important contribution to our country's economic growth—achieving the third highest value in the state history - \$3.5 billion dollars. With that growth in mind, West Virginia University College of Business & Economics, in conjunction with the West Virginia Export Council, and the United States Department of Commerce, is offering a course in Export Management. In this course, students take on the role of an international consultant as they are paired with company representatives to develop an Export Marketing Plan targeted to the specific needs of the participating company.

The program is designed to promote exporting in West Virginia, by helping participants assess their export readiness skills, as well as by guiding them through every aspect of exporting. A panel of several guest speakers from different areas (such as US Department of Commerce, US Small Business Administration, West Virginia Development Office, freight forwarders, financial institutions, law firms, travel agencies etc.) will lecture on the different steps of exporting. Upon completion of the course students not only are conferred an Export Manager Certificate but can also differentiate themselves from others in their industry by adding this unique skill set to their resume.

Classes will be offered in Morgantown over five weekend sessions. Meeting times are: Friday evenings from 7:00 p.m.-9:00 p.m. and Saturdays from 9:00 a.m.-4:00 p.m.



#### Weekend 1 Introduction to Exporting

January 12, 2018 7:00 p.m. - 9:00 p.m.  
January 13, 2018 9:00 a.m. - 4:00 p.m.

- Organizational Assessment: Is your company export ready?
- Export Resources
- Developing an Export Marketing Plan

#### Weekend 2 Taking the First Step

February 2, 2018 7:00 p.m. - 9:00 p.m.  
February 3, 2018 9:00 a.m. - 4:00 p.m.

- Cultural Issues
- Making the Key Contacts
- Doing Business in Other Countries/Selling Overseas
- Traveling Abroad

#### Weekend 3 Logistical Issues

March 2, 2018 7:00 p.m. - 9:00 p.m.  
March 3, 2018 9:00 a.m. - 4:00 p.m.

- Methods/Channels
- Preparing the Product for Export
- Shipping the Product

#### Weekend 4 Legal and Financial Issues

March 23, 2018 7:00 p.m. - 9:00 p.m.  
March 24, 2018 9:00 a.m. - 4:00 p.m.

- Legal Issues
- Financial Issues
- Methods of Payment
- Financing Export Transactions

#### Weekend 5 The Export Marketing Plan: Presentations

April 20, 2018 7:00 p.m. - 9:00 p.m.  
April 21, 2018 9:00 a.m. - 4:00 p.m.

If you desire additional information (or for companies who would like to participate), contact Annie Cui, Associate Professor of Marketing, Phone (304) 293-6657, email: [annie.cui@mail.wvu.edu](mailto:annie.cui@mail.wvu.edu), PO BOX 6025, Morgantown, WV 26506-6027. This class is being featured in the B&E magazine. See:

<https://business.wvu.edu/about/be-magazine/spring-summer-2017/exporting-west-virginia-around-the-world>