

Marshall University College of Business 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—increasing five-fold from \$224 billion to more than \$1.1 trillion last year. With that growth in mind, Marshall University College of Business, in conjunction with the West Virginia Export Council, and the United States Department of Commerce, are 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 Huntington 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 Intro to Exporting

January 19, 2017 7:00 p.m. - 9:00 p.m.
January 20, 2017 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 9, 2017 7:00 p.m. - 9:00 p.m.
February 10, 2017 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 Legal and Financial Issues

March 9, 2017 7:00 p.m. - 9:00 p.m.
March 10, 2017 9:00 a.m. - 4:00 p.m.

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

Weekend 4 Logistical Issues

March 30, 2017 7:00 p.m. - 9:00p.m.
March 31, 2017 9:00 a.m. - 4:00p.m.

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

Weekend 5 The Export Marketing Plan: Presentations

April 27, 2017 7:00 p.m. – 9:00 p.m.
April 28, 2017 9:00 a.m. – 4:00 p.m.

For more information, you may contact Dr. Uyi Lawani, Assistant Professor of Strategic Management, College of Business, Marshall University, Corby Hall 413. Tel: 304-696-5441; Email: lawani@marshall.edu