

In this course we will take you step by step through the process of creating your Export Marketing Plan. It is your plan and developed and 'owned' by you! Success or failure is in your control. It is a living and evolving document that you and your company can refer to and adapt as circumstances change.

This Export Marketing Plan course has been developed to enable the managers (general management, export management, financial management and trade analysts) of a company to understand the international trade environment, to explore the best options for exporting and to create an action plan to pursue their marketing objectives.

***We will cover many of the requirements for your plan in terms of facilitation and guidance.***

**Course Level:** Beginner

**Course Format:** Self-paced online course with virtual classroom sessions

**Language:** English

**Course Developers:** Sara Yirga Woldegerima, Authorized Specialty Trainer, SCA Post-graduate Certificate, Coffee Excellence, ZHAW

Peter Hurst, International Trade Expert & Coach

**Course Duration:** **Online**, self-paced learning & virtual guided sessions  
Total of **60 hours (spread over 28 working days)**.

The system will be shut down at the end of the 28th working day.

**Learning Objectives:**

- Learn the design and flow of an export plan as a working document.
- Learn how to navigate online market research tools.
- Learn to produce an export marketing plan for your company

**Criteria for Completion:** It is mandatory to complete all five modules and all assignments and submit them for assessment as outlined in the course manual.

It is also mandatory to attend all three virtual classes with your trainer.



**Certificate:** Certificates will be automatically generated upon successful completion of all assignments, enabling you to have a draft EMP by the end of the course.

Certificates can be downloaded online.

**Course Fee:** ETB XXX (USD equivalent for international students)

**Communication within the course:**

You will need to check the course announcements regularly ("[Course Announcements](#)"). For questions and comments, you can use the "[General Forum - Questions & Discussions](#)".

**Registration:** Information on registration, payment and enrolment will follow shortly.

